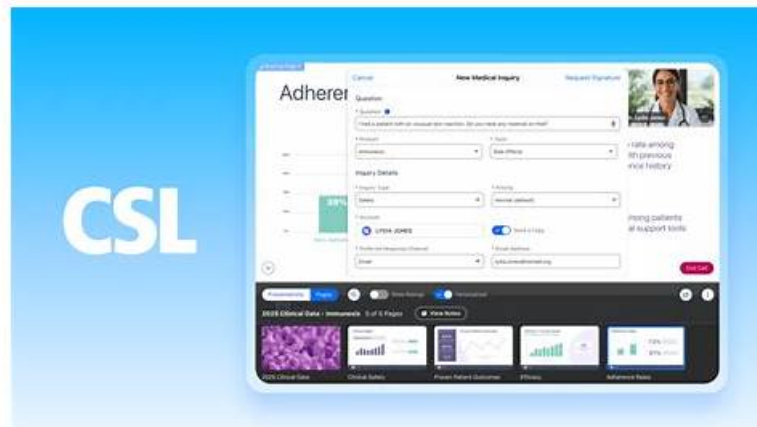


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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Strategies and Design: Salesforce Partners learn how Loyalty Management aligns with customers' business needs, processes, data requirements, and program parameters. This section includes identifying the appropriate Loyalty architecture, defining points and redemptions processes, benefits types, and the promotion lifecycle. Best practices for implementing Loyalty Management are also covered, ensuring practical application to real-world scenarios.
Topic 2	<ul style="list-style-type: none"> Integration: Integration is crucial for a seamless Loyalty Management experience. In this topic, Salesforce Partners determine strategies for integrating Marketing Cloud, Commerce Cloud, Service Cloud, Salesforce CDP, and external systems using API templates and endpoints.
Topic 3	<ul style="list-style-type: none"> Loyalty Program and Process Configuration: This section focuses on configuring the foundational and advanced features of Loyalty Programs. Salesforce Partners learn to configure tier models, member and partner management, customer incentives, and experiential features in this topic. Sub-topics also include defining promotions, eligibility rules, and personalized Loyalty pages using Experience Cloud templates. Configuring complex processing rules, user access models, and analytics dashboards equips Salesforce Partners with the expertise to deliver scalable, customer-centric Loyalty solutions.
Topic 4	<ul style="list-style-type: none"> On-Going Loyalty Management: This section equips Salesforce Partners to sustain and optimize Loyalty solutions post-implementation. The topic includes leveraging analytics and dashboards, transitioning from sandbox to production, managing Loyalty campaigns, utilizing mobile app features, and resolving service-related issues.

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Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q75-Q80):

NEW QUESTION # 75

Cloud Kicks has tasked its Loyalty Manager consultant with setting up its new Loyalty Management program. The business requirement is to provide its customer base, who are heavy mobile users with access to member program information. Using existing capabilities available in Loyalty Management, what should the consultant do to fulfill this business requirement?

- A. Create and implement a feature-rich Loyalty Member Mobile App
- B. Install the Salesforce Loyalty Member Mobile App
- C. Configure either Service Cloud or Sales Cloud to establish the customer mobile experience
- D. Enable Experience Cloud and customize the Loyalty Member Portal

Answer: D

NEW QUESTION # 76

A Customer Support Manager noticed that the customer support team's performance decreased since the company rolled out the Loyalty Program. The customer Support Agents complain that finding information about the Loyalty Program Member takes a lot of the time.

What is the standard solution to display the information regarding the Loyalty Program Member on the case detail page?

- A. Embed Loyalty Member Profile Cards
- B. Create formula fields on Case Object
- C. Create a Screen Flow
- D. Develop a custom component

Answer: A

NEW QUESTION # 77

What is the correct implementation approach for an Administrator to target a promotion only for specific products?

- A. Map products to promotion through an out-of-the-box Related List
- B. Create product attributes in Promotion Setup
- C. Create a custom list on the promotion
- D. Add promotion to the lookup field on the product

Answer: A

Explanation:

To target a promotion only for specific products in a Loyalty Program, the correct implementation approach is to Map products to promotion through an out-of-the-box Related List (B). This approach leverages standard Salesforce functionality, allowing administrators to associate specific products with a promotion directly within the promotion's record. This direct mapping ensures clarity and ease of administration, enabling targeted promotional activities that are specific to certain products.

Option A (Create a custom list on the promotion), Option C (Create product attributes in Promotion Setup), and Option D (Add promotion to the lookup field on the product) are not standard Salesforce Loyalty Management functionalities for associating products with promotions and may require custom development or configuration that is more complex and less maintainable than using out-of-the-box related lists.

Salesforce documentation on Loyalty Management would detail the process for setting up and managing promotions, including how to associate promotions with specific products to achieve targeted marketing objectives within the Loyalty Program.

NEW QUESTION # 78

What two ways could an Administrator configure a Promotion to target a specific audience?

- A. Create a segment in the Salesforce Customer Data Platform and associate the segment to the promotion
- B. This functionality does not exist in Salesforce Loyalty Management.
- C. Create a campaign for a promotion. Create member segments in a third-party tool. Associate the members to campaigns via Campaign Members.
- D. Link a promotion to a campaign and associate a segment to the campaign

Answer: A,D

Explanation:

To target a specific audience with a Promotion in Salesforce Loyalty Management, an administrator could:

* Option C " Create a segment in the Salesforce Customer Data Platform and associate the segment to the promotion. " This allows for precise targeting based on detailed segmentation criteria.

* Option D " Link a promotion to a campaign and associate a segment to the campaign. " This method utilizes Salesforce ' s campaign management features to target promotions to specific segments.

Reference: Salesforce Loyalty Management documentation on promotions and segmentation provides insights into how promotions can be targeted to specific audiences using Salesforce CDP and campaign functionalities.

NEW QUESTION # 79

Northern Trail Outfitters wants to show member information in its member portal hosted outside of Salesforce.

What is a prerequisite for using Loyalty APIs to fetch the member information?

- A. Create Data Processing jobs
- B. Create customer integration code
- C. Create custom objects in Loyalty
- D. Create a Connected App in Platform

Answer: D

Explanation:

For Northern Trail Outfitters to display member information in its external member portal, a crucial prerequisite is the creation of a Connected App in Salesforce Platform. This Connected App facilitates secure API access to Salesforce data, including Loyalty Management information, by providing an authentication and authorization framework.

By setting up a Connected App, Northern Trail Outfitters can establish a secure connection between its external member portal and Salesforce, enabling the retrieval of member information through Loyalty APIs.

This setup ensures that the external portal can access up-to-date loyalty data, such as member points, tier status, and transaction history, in a secure and controlled manner, enhancing the member experience outside of Salesforce.

NEW QUESTION # 80

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