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**Salesforce-Loyalty-Management Test Questions Answers, Salesforce-Loyalty-Management Detail Explanation**

Many people think that passing some difficult Salesforce certification exams needs to be proficient in much of Salesforce-Loyalty-Management expertise and only these Salesforce personnels who grasp the comprehensive knowledge would be able to enroll in the exam. In fact, there are many ways to help you make up for your lack of knowledge, and pass the Salesforce-Loyalty-Management Certification exams in the same. Perhaps you would spend less time and effort than the people who grasp fairly comprehensive expertise. The saying goes, all roads lead to Rome.

## **Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q32-Q37):**

### **NEW QUESTION # 32**

What are the three required steps in settings up Loyalty promotion with Salesforce CDP and Marketing Cloud?

- A. Automatically Add a New Individual Relationship
- B. Activating and Publishing the Segment
- C. Enable Connector Settings on all the Loyalty Objects
- D. Send Loyalty Promotion Segments to marketing Cloud
- E. Enable Service Connector for Promotion Escalations.

**Answer: B,D,E**

Explanation:

Setting up a loyalty promotion with Salesforce CDP (Customer Data Platform) and Marketing Cloud involves several critical steps to ensure seamless integration and functionality. The first step, 'Send Loyalty Promotion Segments to Marketing Cloud,' involves identifying and segmenting your loyalty members in Salesforce CDP and then transferring these segments to Marketing Cloud for targeted marketing efforts. 'Activating and Publishing the Segment' is crucial as it makes the segment available for use within Marketing Cloud, allowing for personalized engagement with the segmented audience. Lastly, 'Enable Service Connector for Promotion Escalations' is essential for ensuring that any promotional activities or escalations are properly managed and communicated between Salesforce CDP, Loyalty Management, and Marketing Cloud, providing a cohesive experience across platforms.

### **NEW QUESTION # 33**

A customer from an airline Loyalty program purchases a ticket, which will accrue qualifying and non-qualifying points according to the Loyalty rules.

Which two automations can be used to set up transactions and points accrual?

- A. Evaluation Flow
- B. Autolaunched Flow (No Trigger)
- C. Screen Flow
- D. Schedule-Triggered Flow

**Answer: A,D**

Explanation:

In the context of Salesforce Loyalty Management, when setting up transactions and points accrual for a customer purchasing a ticket in an airline loyalty program, the appropriate automations are Evaluation Flow and Schedule-Triggered Flow.

\* Evaluation Flow: This automation can be set up to evaluate transactions as they occur, applying loyalty program rules to determine if the transaction qualifies for point accrual and, if so, how many points should be awarded. This is crucial for real-time processing and immediate feedback to loyalty program members.

\* Schedule-Triggered Flow: This type of automation is used to evaluate transactions on a scheduled basis, which can be daily, weekly, or any other predefined schedule. It is useful for batch processing transactions, such as nightly batch jobs that process all transactions from the day and apply loyalty points accordingly.

The use of Autolaunched Flow (No Trigger) and Screen Flow would not be as appropriate in this scenario.

Autolaunched Flows without a trigger require manual initiation or a programmatic event, which might not be efficient for real-time transaction processing. Screen Flows are interactive and require user input, which is not suitable for automated transaction and points accrual processing.

References to official Salesforce documentation on flows and automation in Salesforce Loyalty Management would provide further insights into how these automations can be set up and utilized effectively.

#### NEW QUESTION # 34

An upset customer calls Universal Containers about the free t-shirt they were supposed to receive when enrolling in its program. The support agent verifies that the t-shirt is out of stock and decides to compensate the customer with a 50% discount valid for one year. What should the agent do to ensure the customer receives the 50% discount?

- A. Assign a voucher definition from the customer's Loyalty Program Member.
- **B. Use Issue voucher from the Loyalty Program Member page.**
- C. Activate the voucher assignment batch.
- D. Use the "issue Voucher" flow template.

**Answer: B**

#### NEW QUESTION # 35

A Customer Support Manager noticed that the customers 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. Develop a custom component
- B. Create a Screen Flow
- **C. Embed Loyalty Member Profile Cards**
- D. Create formula fields on Case Object

**Answer: C**

#### NEW QUESTION # 36

A company has an existing Loyalty Program. The Salesforce Administrator has been asked to automate the current redemption process for non-qualifying points based on the products, regions, available dates and tiers.

What task does the Administrator need to complete first to implement a decision table for the redemption process?

- A. Create a decision table with input & output values
- B. Set the "Is Redeemable" flag on the Loyalty Program Currency
- **C. Create an object with fields for storing redemption details**
- D. Create a flow to confirm members have points to redeem

**Answer: C**

Explanation:

To automate the current redemption process for non-qualifying points based on various criteria like products, regions, available dates, and tiers, the Administrator needs to first Create a decision table with input & output values (A). A decision table in Salesforce Loyalty Management allows for the specification of complex redemption rules and conditions in a structured format, making it the foundational step in automating the redemption process. This table will define how non-qualifying points can be redeemed under different scenarios, serving as the basis for the automated redemption logic.

#### NEW QUESTION # 37

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