

Salesforce-Loyalty-Management Prüfungen & Salesforce-Loyalty-Management PDF

Dass man das Zertifikat für Salesforce Salesforce-Loyalty-Management erhalten kann, wird die Voraussetzung dafür, dass man in der immer schärf konkurrierten IT-Branche weiter entwickeln kann. Es ist durchaus machbar, dass man anhand der Fragenkataloge zur Salesforce Salesforce-Loyalty-Management Zertifizierungsprüfung von ITZert diese Prüfung so schnell wie möglich besteht. Wir versprechen Ihnen, dass wir Ihnen alle Ihre bezahlten Summe zurückgeben werden, wenn Sie die Salesforce Salesforce-Loyalty-Management Zertifizierungsprüfung nicht bestehen, nachdem Sie unsere Fragenpool gekauft haben.

Salesforce Salesforce-Loyalty-Management Prüfungsplan:

Thema	Einzelheiten
Thema 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.
Thema 2	<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.
Thema 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.
Thema 4	<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.

Salesforce Loyalty Management Accredited Professional Exam Salesforce-Loyalty-Management Prüfungsfragen mit Lösungen (Q78-Q83):

78. Frage

Which Loyalty Management Key Component should be used to quickly aggregate a high volume of data spread across many Loyalty Management objects?

- A. Batch Management
- B. Decision Table
- C. Quick Actions
- **D. Data Processing Engine**

Antwort: D

Begründung:

The Data Processing Engine is the key component in Salesforce Loyalty Management for quickly aggregating a high volume of data spread across many Loyalty Management objects. It is designed to efficiently process and manage large datasets, enabling the aggregation, analysis, and application of loyalty data across the platform. This capability is essential for handling the complex data structures and high transaction volumes typical of loyalty programs, ensuring accurate and up-to-date loyalty information.

79. Frage

Universal Containers implemented a Loyalty Program six months ago. The Loyalty Program Manager noticed a recent decrease in

program efficiency. Now the Manager wants to incorporate a targeted strategy.
Which two benefits should the Administrator expect as a result of running the strategy?

- A. Customers are rewarded based on their tiers
- **B. Data-based segmentation strategy**
- C. Transaction journey data is automatically archived
- **D. Personalized digital marketing**

Antwort: B,D

Begründung:

Incorporating a targeted strategy in a Loyalty Program can lead to the following benefits:

Personalized digital marketing (A): A targeted strategy allows for more personalized communication and offers, tailored to the specific behaviors, preferences, and tiers of loyalty program members, enhancing member engagement and program effectiveness.

Data-based segmentation strategy (D): By leveraging data to segment the loyalty program members, the program can deliver more relevant and appealing offers and communications, increasing member satisfaction and program participation.

Automatically archiving transaction journey data (option B) is more of a data management practice and not directly a benefit of running a targeted strategy. Rewarding customers based on their tiers (option C) is a common practice in loyalty programs but does not specifically result from implementing a targeted strategy.

Salesforce documentation on Loyalty Management would detail the advantages of implementing targeted strategies within loyalty programs, including how to leverage Salesforce tools for personalized marketing and data-driven segmentation.

80. Frage

Loyalty Management enables the onboarding and managing of cross-industry program partners to increase member engagement with the Loyalty program. The consultant needs to add a program partner.

Which fields are required to set up a partner?

- **A. Name, Program, Program Partnership Category, Type, Billing Type**
- B. Name, Partnership Start Data, Billing Type, Status, Type
- C. Name, Partnership Start Data, Industry, Status, Billing Type

Antwort: A

Begründung:

D, Name, Partnership Start Data, Industry, Status, Type

Explanation:

When adding a program partner in Salesforce Loyalty Management, the required fields include:

Name, Program, Program Partnership Category, Type, Billing Type (B): This combination of fields ensures that a program partner is properly defined and categorized within the Loyalty Management system.

Name: Identifies the partner within the loyalty program.

Program: Links the partner to a specific loyalty program.

Program Partnership Category: Categorizes the partner according to the nature of the partnership (e.g., accrual, redemption).

Type: Defines the nature of the partnership, such as whether the partner is involved in point accrual, redemption, or both.

Billing Type: Specifies how the partner is billed, which could be related to transaction fees, membership fees, or other financial arrangements.

Options A, C, and D include fields like "Partnership Start Data," "Industry," and "Status," which, while important, are not the core required fields for initially setting up a program partner in Salesforce Loyalty Management.

Salesforce Loyalty Management documentation provides comprehensive details on setting up program partners, including the required fields and best practices for managing partnerships to enhance member engagement and program value.

81. Frage

The Loyalty Administrator for Northern Trail Outfitters (NTO) Insider program defines tier groups - Status Tier Group with a Fixed Model and Period of one year. The three tiers are defined - Silver (base), Gold (next tier), and Platinum (the highest tier).

Qualifying Points reset date is set at December 31, 2022, with a frequency of one year.

Extend Expiration for this tier group is Qualifying Points Reset Date.

A member joins NTO Insider in the Silver tier and, after a year of engagement, gets upgraded to the Gold tier on March 16, 2023.

Which date would be the new Expiry date for this member after the tier is upgraded to Gold?

- A. March 31, 2024

- B. December 31,2024
- C. March 16,2024
- D. December 31. 2023

Antwort: B

Begründung:

For a member who joins the NTO Insider program in the Silver tier and gets upgraded to the Gold tier on March 16, 2023, the new expiry date after the tier upgrade would be December 31, 2024 (C). This is because the tier group is defined with a Fixed Model and a Period of one year, with the Qualifying Points reset date set at December 31, 2022, and a frequency of one year. The Extend Expiration setting being tied to the Qualifying Points Reset Date means that regardless of when the tier upgrade occurs within the year, the expiration of the new tier status aligns with the annual reset date, extending to the end of the following reset period, which would be December 31, 2024.

This approach ensures that members who achieve a higher tier partway through the year enjoy the benefits of that tier for the remainder of the current year plus the entire next year, providing a full year's benefit from the point of the annual reset.

Salesforce documentation on Loyalty Management would outline the functionality and configuration options for tier groups, tier upgrades, and expiration settings, guiding administrators on setting these up to meet the program's strategic objectives and ensure clarity and fairness for members.

82. Frage

A company has recently rolled out a Loyalty Program with three tiers. The lowest tier is Silver, and the highest tier is Platinum. The company decided to offer Platinum members exclusive access to VIP events.

How should an Administrator configure the Loyalty Program for Platinum members?

- A. Set up Members "Exclusive Access to VIP Events" as a Member Promotion
- B. Set up Members "Exclusive Access to VIP Events" as a Voucher
- C. Set up Members "Exclusive Access to VIP Events" as a Loyalty Tier Benefit
- D. Set up Members "Exclusive Access to VIP Events" as a Transaction Journal

Antwort: C

Begründung:

To offer Platinum members exclusive access to VIP events, an Administrator should Set up Members

"Exclusive Access to VIP Events" as a Loyalty Tier Benefit (D). Configuring this exclusive access as a tier benefit specifically for Platinum members allows for clear differentiation of tiers and provides a compelling incentive for members to reach and maintain the Platinum tier. This setup ensures that the highest-tier members receive appropriate recognition and rewards, enhancing their loyalty and engagement with the program.

Options A (Voucher), B (Member Promotion), and C (Transaction Journal) do not accurately represent the method for providing exclusive event access as a distinct benefit of attaining the Platinum tier within a loyalty program.

83. Frage

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