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The 21 century is the information century. Information and cyber technology represents advanced productivity, and its rapid development and wide application have given a strong impetus to economic and social development and the progress of human civilization (Salesforce-Loyalty-Management exam materials). They are also transforming people's lives and the mode of operation of human society in a profound way. So you really should not be limited to traditional paper-based Salesforce-Loyalty-Management Test Torrent in the 21 country especially when you are preparing for an exam, our company can provide the best electronic Salesforce-Loyalty-Management exam torrent for you in this website.

Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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 4	• 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.

Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q94-Q99):

NEW QUESTION # 94
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.

NEW QUESTION # 95

The existing Loyalty Program would need to have its "members-record" transferred from an SQL database into a new Salesforce Loyalty Management org, where its members' records are kept within a data table named "tbl_Member" with the following data contents:
* the program member's personal particular and contact information
* member's current-tier value
* member's tier-points

Which object combinations should be used for data migration of the source's member records into the Loyalty Member org?

- A. "LoyaltyProgramMember". "LoyaltyMemberTier", "LoyaltyMemberCurrency". "Contact" and "Account" Object.
- B. "LoyaltyProgramMember', "LoyaltyTier". "LoyaltyProgramCurrency". "Contact" and "Account" Object.
- C. "LoyaltyProgramMember", "LoyaltyTier", "LoyaltyMemberCurrency". 'Contact" and "Account" Object.
- D. "LoyaltyProgramMember", "LoyaltyMemberTier", "LoyaltyProgamCurrency". "Account" Object.

Answer: A

Explanation:
For migrating "members-record" from an SQL database into Salesforce Loyalty Management, the correct combination of objects to use is:
D: "LoyaltyProgramMember," "LoyaltyMemberTier," "LoyaltyMemberCurrency," "Contact," and "Account" Object. This combination covers all necessary aspects of Loyalty Program members' records, including personal information, tier status, and point balances.

NEW QUESTION # 96

What three types of vouchers can be configured in Loyalty Management?

- A. Gift Card
- B. Promo Code
- C. Fixed Value
- D. Discount Percentage
- E. Product or Service

Answer: B,C,D

Explanation:
In Salesforce Loyalty Management, the types of vouchers that can be configured include:
Promo Code (A): This voucher type allows members to redeem a code for a specific offer or discount, typically used in marketing promotions and online purchases.
Discount Percentage (B): This type of voucher provides a percentage-based discount on products or services, offering flexibility in creating varied promotional offers for loyalty program members.
Fixed Value (C): Fixed Value vouchers offer a specific monetary value that can be applied as a discount or credit towards purchases, providing a straightforward benefit to loyalty program members.
The option D, "Gift Card," and E, "Product or Service," while potentially part of a loyalty program's offerings, are not classified as voucher types within the standard configurations of Salesforce Loyalty Management. Vouchers are typically used for discounts or special offers rather than representing a stored monetary value or specific products/services.
The Salesforce Loyalty Management documentation would include detailed information on configuring and managing different types of vouchers, ensuring that loyalty program administrators can effectively create and offer a variety of benefits to meet their program's goals and member needs.

NEW QUESTION # 97

The VP of Loyalty at Northern Trail outfitters (NTO) Retailers has decided to implement a Loyalty program to increase customer spending and improve customer lifetime value.
Which two features should be configured in Salesforce Loyalty Management?

- A. Loyalty Segments
- B. Loyalty Tiers
- C. Loyalty product Pricing
- D. Member Rewards and Benefits

Answer: B,D

Explanation:
When designing an experiential Loyalty Program, the recommended objects to use for tracking member activities with the program are:
Loyalty Ledger & Transaction Journal (A): The Loyalty Ledger tracks the overall balance of a member's points or currencies, while the Transaction Journal records all point-related transactions, including accruals, redemptions, and adjustments. Together, these objects provide a comprehensive view of a member's interactions and engagements with the loyalty program.
Journal Type & Journal Subtype (D): These objects allow for the categorization and sub-categorization of transactions within the Transaction Journal, making it possible to track different types of member activities and engagements within the program, such as event attendance, purchases, or other actions.
Options B (Loyalty Member Currency & Transaction Journal) and C (Transaction Journal Type & Transaction Journal Subtype) are partially correct but do not fully capture the recommended best practices for tracking member activities in an experiential loyalty program.
Salesforce documentation on Loyalty Management would detail the use of these objects and best practices for tracking and managing member activities within a loyalty program, ensuring a rich and engaging member experience.

NEW QUESTION # 98

A company is designing a new Loyalty Program to reward its members based on purchases and short-term and long-term engagement with the program.
Which two types of currency does Salesforce Loyalty Management offer out-of-the-box that can be configured to accomplish the company's Loyalty Program objectives?

- A. Fixed Model and Activity Model
- B. Non-Qualifying Points and Activity Points
- C. Non-Qualifying Points and Qualifying Points
- D. Fixed Model and Qualifying Points

Answer: C

Explanation:
Salesforce Loyalty Management offers two types of currency out-of-the-box that can be configured to accomplish the company's objectives for rewarding members based on purchases and engagement:
* Non-Qualifying Points and Qualifying Points (B): Non-Qualifying Points are typically used for
* redemption purposes, allowing members to redeem these points for rewards or benefits. Qualifying Points, on the other hand, are often used to determine a member's tier or status within the loyalty program, often based on their purchases or engagement activities.
Fixed Model and Activity Model (option A), Activity Points (option C), and Fixed Model in combination with Qualifying Points (option D) are not types of currency offered by Salesforce Loyalty Management. The system specifically uses Non-Qualifying and Qualifying Points to differentiate between points that contribute to tier status and those available for redemption.
Salesforce documentation on Loyalty Management would detail the configuration and use of these currencies within a loyalty program, including how they can be tailored to meet specific program objectives.

NEW QUESTION # 99

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