

Salesforce AP-212 Ausbildungsressourcen - AP-212 Prüfungen



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>> **Salesforce AP-212 Ausbildungsressourcen** <<

AP-212 Prüfungen & AP-212 Fragenkatalog

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Salesforce Loyalty Management Accredited Professional AP-212 Prüfungsfragen mit Lösungen (Q68-Q73):

68. Frage

In which two scenarios should an Administrator use member engagement attributes?

- A. Member is eligible for "Bonus days" if the member constantly spends more than \$500 each month for a year.

- B. Member attends three trainings between March 1st and April 30th to get 200 bonus points.
- C. Member enrolls in "welcome aboard" promotion for free surprise gift every quarter.
- D. Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only.

Antwort: A,B

Begründung:

In Salesforce Loyalty Management, member engagement attributes are used to track and reward customer behaviors that are not directly tied to transactions. In the scenarios provided:

* Member is eligible for "Bonus days" if the member constantly spends more than \$500 each month for a year (A): This scenario is ideal for using member engagement attributes to track consistent high spending over a year. The attributes can be used to monitor monthly spending and, once the criteria are

* met, trigger the bonus days reward.

* Member attends three trainings between March 1st and April 30th to get 200 bonus points (B): This is another perfect use case for member engagement attributes. The attributes can be set to track participation in specific events (like training sessions) and award points when the member meets the attendance requirement.

* Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only (C):

This scenario is more about transactional behavior combined with tier status, which might not necessarily require the use of engagement attributes. Instead, this could be managed through regular transactional rules and tier benefits.

* Member enrolls in "welcome aboard" promotion for free surprise gift every quarter (D): While engagement attributes could potentially track enrollment in promotions, this scenario seems more straightforward and could be managed through the promotion and voucher functionalities in Salesforce Loyalty Management without the need for engagement attributes.

Engagement attributes are particularly useful for tracking non-purchase behaviors and engagements, providing a flexible tool to reward members for a wide range of activities, enhancing their loyalty and engagement with the program. The Salesforce Loyalty Management documentation provides extensive guidance on configuring and using member engagement attributes effectively.

69. Frage

What are the three steps required to complete integration between Loyalty and B2C Commerce Cloud when using the reference cartridge?

- A. Install Loyalty Management for B2C Commerce Package
- B. Configure connected app named B2C Loyalty Connector
- C. Configure Loyalty Program preferences for B2C Commerce Site
- D. Add Loyalty Management for Commerce Cartridge
- E. Configure connected app named B2C Commerce Loyalty Connector

Antwort: B,C,D

Begründung:

To complete the integration between Loyalty and B2C Commerce Cloud using the reference cartridge, the steps required are:

* Configure Loyalty Program preferences for B2C Commerce Site (A): This involves setting up specific preferences and configurations within B2C Commerce Cloud to align with the Loyalty Program's requirements.

* Configure connected app named B2C Loyalty Connector (C): This step involves setting up a connected app within Salesforce to facilitate secure communication and data exchange between Loyalty Management and B2C Commerce Cloud.

* Add Loyalty Management for Commerce Cartridge (E): This involves installing the specific cartridge within B2C Commerce Cloud that integrates with Salesforce Loyalty Management, enabling the Commerce site to utilize loyalty program features.

These steps ensure a seamless integration between Salesforce Loyalty Management and B2C Commerce Cloud, allowing for a unified customer experience across commerce and loyalty program interactions.

70. Frage

An Administrator uses Analytics for Loyalty to develop an InApp-Dashboard showing top and bottom agent performers on the Loyalty call center.

Which dashboard readily available through the Analytics Studio tool can be used to track agents' performance based on the number of members assisted, customer satisfaction scores, and modifications?

- A. Team Performance Dashboard
- B. Program Manager Home Dashboard
- C. Loyalty Member Services Dashboard
- D. Member Services Manager Home Dashboard

Antwort: C

Begründung:

To develop an InApp-Dashboard showing top and bottom agent performers in the Loyalty call center, the most suitable dashboard available through the Analytics Studio tool is the:

* Loyalty Member Services Dashboard (D): This dashboard is designed to track the performance of agents interacting with loyalty program members, including metrics like the number of members assisted, customer satisfaction scores, and modifications made by agents. It provides insights into agent

* performance and service quality in the context of loyalty member services.

The Program Manager Home Dashboard (option A), Member Services Manager Home Dashboard (option B), and Team Performance Dashboard (option C) may contain relevant metrics but are not specifically tailored to tracking individual agent performance in the context of loyalty member services.

Salesforce documentation on Analytics for Loyalty would provide information on available dashboards and their intended use cases, including how to customize and leverage them for specific analytical needs, such as tracking call center agent performance.

71. Frage

How is Loyalty Management data, including Loyalty Program, Loyalty Tier, and Member Benefits made available in Salesforce CDP?

- A. Ensure Loyalty data is enabled and mapped in the CDP daily.
- B. Configure the Loyalty Data Accelerator Package.
- C. Configure Loyalty data in the CDP through S3 buckets (Cloud).
- **D. Configure Loyalty Management Bundle Data Mappings.**

Antwort: D

Begründung:

Loyalty Management data, including Loyalty Program, Loyalty Tier, and Member Benefits, is made available in Salesforce CDP through Configure Loyalty Management Bundle Data Mappings (D). This approach involves setting up specific data mappings within Salesforce CDP to ensure that data from Loyalty Management is correctly ingested, transformed, and made available within CDP for further analysis and segmentation.

72. Frage

A Loyalty Program Manager has proposed a new promotion with the following redemption requirements on their non-qualifying points for the two respective tiers.

* for Gold-tier members, a single non-qualifying point is equal to \$2 if the total purchase value is \$200 or more.

* for Gold-tier members, a single non-qualifying point is equal to \$1 if the total purchase value is less than \$200.

* for Gold-tier members, a single non-qualifying point is equal to \$1, irrespective of the total value of the purchase.

Considering the above requirements, which three redemption rule options should be selected for the proposed promotion?

- **A. "Gold" tier member with the transaction amount is $\geq$ \$200, then "Outcome": non-qualifying point deduction = transaction amount.**
- **B. "Blue" tier member with any transaction amount, then "Outcome": non-qualifying point deduction = transaction amount.**
- **C. "Gold" tier member with the transaction amount is $\geq$ \$200, then "Outcome": non-qualifying point deduction = transaction amount / 2.**
- D. "Gold" tier member with the transaction amount is $\geq$ \$200, then "Outcome": tier-qualifying multiplier =2
- E. "Blue" tier member with any transaction amount is $\leq$ \$200, then "Outcome": non-qualifying point deduction = transaction amount.

Antwort: A,B,C

73. Frage

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Ob man in einem bestimmten Bereich den Erfolg macht, spiegelt an Ihren Zertifizierungen, sowie in IT-Industrie. Deshalb wollen viele

- [illegible]