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Salesforce Loyalty Management Accredited Professional Sample Questions (Q87-Q92):

NEW QUESTION # 87

Cloud Kicks has been using Loyalty Management, Sales Cloud, and Service Cloud as part of its tech stack to manage its Loyalty Program. The marketing team is interested in implementing Salesforce Marketing Cloud, so Loyalty program members can be informed and engaged with personalized emails sent using Salesforce Marketing Cloud.

Using the least development effort, how can the Loyalty Management Consultant accomplish the necessary integration between Salesforce Marketing Cloud and Loyalty Management platforms?

- A. Install and configure Marketing Cloud Connect to integrate with Loyalty Management
- B. Install and configure Salesforce Marketing Cloud Contacts Connection
- C. Create a connected app to integrate Salesforce Loyalty Management and Marketing Cloud via APIs

- D. Design Datasets with Dataflows and the Dataset Builder

Answer: A

Explanation:

To integrate Salesforce Marketing Cloud with Loyalty Management with minimal development effort, the recommended approach is:

* Option D: Installing and configuring Marketing Cloud Connect. This tool facilitates seamless integration between Salesforce CRM platforms, including Loyalty Management, and Salesforce Marketing Cloud, enabling the synchronization of data and the automation of personalized email campaigns to Loyalty Program members.

NEW QUESTION # 88

A retailer of sports clothing and accessories is currently looking to roll out a Loyalty Program for its customers and sets up a Loyalty Program using Salesforce Loyalty Management. The retailer has decided to implement four-tier groups that will be associated with the program.

What are the three necessary attributes that need to be defined when setting up tier groups?

- A. Fixed Tier Model
- B. Non-Qualifying Period
- C. Tier Period
- D. Qualifying period
- E. Tier Model

Answer: C,D,E

Explanation:

When setting up tier groups in Salesforce Loyalty Management for a sports clothing and accessories retailer, the three necessary attributes to define are:

* Qualifying period (A): This defines the time frame within which the members' activities (like purchases or interactions) contribute towards their tier status. It's crucial for determining how member activities are evaluated against tier criteria.

* Tier Period (C): This attribute specifies the duration for which a member remains within a particular tier once qualified, before re-evaluation. It's important for maintaining the tier structure over time and for member expectation management.

* Tier Model (D): This outlines the basis on which the tiers are structured, such as points accrued, spending amount, or other qualifying activities. It forms the foundation of the tier system, dictating how members progress through different levels.

Option B, Fixed Tier Model, is not an attribute but a type of Tier Model. Option E, Non-Qualifying Period, is not a standard attribute required for setting up tier groups in Salesforce Loyalty Management.

Salesforce documentation on Loyalty Management would detail the process of setting up tier groups, including the necessary attributes and considerations for effectively structuring a multi-tiered loyalty program.

NEW QUESTION # 89

Universal Container (UC) is developing a points-based Loyalty Program after the last accrual transaction.

How can the Salesforce Administrator set up this expiration model?

- A. Set up Reset Qualifying Points
- B. Set up Expire Activity Based Qualifying Points
- C. Set up Expire Fixed Non-Qualifying Points
- D. Set up Expire Activity Based Non-Qualifying Points

Answer: D

Explanation:

To set up an expiration model based on activity after the last accrual transaction in a points-based Loyalty Program at Universal Container, the Salesforce Administrator should Set up Expire Activity Based Non-Qualifying Points (C). This expiration model allows non-qualifying points to expire after a certain period of inactivity, meaning no new accrual transactions occur within that timeframe. It encourages ongoing engagement from Loyalty Program members by incentivizing regular transactions to keep their non-qualifying points active.

Option A (Expire Activity Based Qualifying Points) pertains to qualifying points, which are typically used for tier progression and may have different expiration criteria. Option B (Expire Fixed Non-Qualifying Points) refers to a fixed expiration model that does not consider member activity. Option D (Set up Reset Qualifying Points) involves resetting qualifying points, which is a different concept from expiration based on activity.

Salesforce documentation on Loyalty Management would provide insights into configuring various expiration models for points within a Loyalty Program, including activity-based expiration to foster continuous member engagement and transactional activity.

NEW QUESTION # 90

The Member Services team wants to view the information of a member's recent transactions and manual adjustments on the Contact record.

What are the two recommendations that an IT Administrator should suggest?

- A. Add the 'View Member Profile' component on the Contact record
- B. Add the 'Transaction Journals' related list to the Contact record
- C. Embed the 'Member Summary Embedded Dashboard on the Contact record
- D. Embed the Member Service Manager Home Dashboard on the Contact record

Answer: B,C

Explanation:

To provide the Member Services team with the information they need directly on the Contact record, the IT Administrator can take two main actions. Firstly, embedding the 'Member Summary Embedded Dashboard' on the Contact record allows the team to have a visual and comprehensive overview of a member's loyalty activities, including recent transactions and adjustments, directly within the context of the contact. This dashboard is specifically designed to aggregate and display relevant loyalty information, making it a suitable tool for quick insights.

Secondly, adding the 'Transaction Journals' related list to the Contact record enables the team to view detailed entries of each transaction and manual adjustment made by or for the member. This related list provides granular data about each activity, allowing for a deeper analysis and understanding of the member's loyalty interactions.

These recommendations are based on best practices for Salesforce Loyalty Management, ensuring that the team has access to both summarized and detailed loyalty information within their usual workflows, enhancing efficiency and providing a holistic view of member activities.

NEW QUESTION # 91

What are the three essential steps to establish a Loyalty promotion with Salesforce CDP and Marketing Cloud?

Select three

- A. Transmit Loyalty Promotion Segments to Marketing Cloud
- B. Automatically Generate a New Individual Relationship
- C. Activate and Publish the Segment
- D. Enable Connector Settings on all the Loyalty Objects E. Enable Service Connector for Promotion Escalations.

Answer: A,C,D

Explanation:

To establish a Loyalty promotion with Salesforce CDP (Customer Data Platform) and Marketing Cloud, the three essential steps are:

* Transmit Loyalty Promotion Segments to Marketing Cloud (A): This step involves sharing segmented data from Salesforce CDP to Marketing Cloud, enabling targeted marketing campaigns based on loyalty promotion criteria.

* Activate and Publish the Segment (C): Once the segments are defined and populated with the relevant Loyalty Program Members, the segment needs to be activated and published to be used in campaigns and promotions within Marketing Cloud.

* Enable Connector Settings on all the Loyalty Objects (D): This involves configuring the integration between Salesforce CDP, Loyalty Management, and Marketing Cloud by enabling the necessary connector settings, ensuring seamless data flow and communication between these platforms for the promotion.

Option B (Automatically Generate a New Individual Relationship) and E (Enable Service Connector for Promotion Escalations) are not directly related to the essential steps for establishing a loyalty promotion with Salesforce CDP and Marketing Cloud.

NEW QUESTION # 92

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