

Salesforce-Loyalty-Management Cert Exam, Practice Salesforce-Loyalty-Management Tests



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This Salesforce Salesforce-Loyalty-Management exam preparation material is important because it will help you cover each topic and understand it well. You cannot pass the Salesforce-Loyalty-Management exam if you do not have real Salesforce-Loyalty-Management exam questions. It is the foremost thing that everyone should have to nail the Salesforce-Loyalty-Management Exam. The Salesforce-Loyalty-Management practice test material of PrepAwayPDF is available in web-based practice tests, desktop practice exam software, and PDF.

Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details

Topic 1	<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.
Topic 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.
Topic 3	<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.
Topic 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 Sample Questions (Q72-Q77):

NEW QUESTION # 72

Due to the point of Sales (POS) system limitations, the client purchases are sent every night to Loyalty Management as transactions. What are two benefits a program gets by using Batch Management in this context?

- A. Process large volumes of transactions
- B. Tracks the status and health of batch jobs
- C. Load large volumes of external data coming from external systems
- D. Process zip files full of Loyalty Transactions coming from point-of-sales systems

Answer: A,B

NEW QUESTION # 73

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

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

Answer: A,C,D

Explanation:

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.

NEW QUESTION # 74

Northern Trail Outfitters would like to encourage sustained engagement with its brand over time, the company has created a Promotion that issues a bonus reward to members who make three purchases in a single month.

What type of Loyalty Promotion should the Administrator use?

- A. Joint Promotion
- **B. Cumulative Promotion**
- C. Aggregate Promotion
- D. Standard Promotion

Answer: B

NEW QUESTION # 75

Cloud Kicks has tasked its Loyalty Manager consultant with setting up its new Loyalty Management program. The business requirement is to provide its customer base, who are heavy mobile users with access to member program information.

Using existing capabilities available in Loyalty Management, what should the consultant do to fulfill this business requirement?

- **A. Enable Experience Cloud and customize the Loyalty Member Portal**
- B. Create and implement a feature-rich Loyalty Member Mobile App
- C. Configure either Service Cloud or Sales Cloud to establish the customer mobile experience
- D. Install the Salesforce Loyalty Member Mobile App

Answer: A

Explanation:

To provide Cloud Kicks' customer base, who are heavy mobile users, with access to member program information, the consultant should Enable Experience Cloud and customize the Loyalty Member Portal (A). Experience Cloud (formerly known as Community Cloud) allows for the creation of branded, mobile-responsive portals that can be customized to meet specific business needs, including providing loyalty program members with access to their program information, account status, rewards, and more. This approach leverages existing Salesforce capabilities and does not require the development of a new mobile app, making it a cost-effective and efficient solution.

NEW QUESTION # 76

For the integration of Loyalty Management and Service Cloud, which two methods should a Technical Consultant use for associating a Loyalty Program Member with a Case?

- A. Add the 'Create Case' action on the Loyalty Program Member page layout
- **B. Add the 'Cases' related list on the Loyalty Program Member page layout**
- **C. Add the loyalty Program Members' related list on the Case page layout**
- D. Add the 'Associate Program Member' action on Case page layout

Answer: B,C

Explanation:

For integrating Loyalty Management and Service Cloud, a Technical Consultant should use the following methods to associate a Loyalty Program Member with a Case:

Add the Loyalty Program Members' related list on the Case page layout (A): This allows agents to view and access loyalty program member information directly from a Case record.

Add the 'Cases' related list on the Loyalty Program Member page layout (D): This enables the viewing and management of cases related to a specific loyalty program member from their loyalty member record.

These configurations enhance the integration between Loyalty Management and Service Cloud, providing a seamless experience for service agents handling loyalty program members' inquiries and cases.

NEW QUESTION # 77

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