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Salesforce Loyalty Management Accredited Professional Sample Questions (Q98-Q103):

NEW QUESTION # 98

A Consultant needs to design a new tier-upgrade process for a new Loyalty Program. The custom object to store the qualified members and a batch job is identified for this process.

Which two components should the Consultant select for this process?

- A. A flow to perform the tier-upgrade rule and another flow to perform the tier-upgrade orchestration process
- B. A flow to perform both tier-upgrade rule and tier-upgrade orchestration process
- C. A flow to schedule and process the custom object's pending records and another flow to perform tier-upgrade orchestration process
- D. A data-processing-engine (DPE) to identify the qualified members

Answer: A,D

Explanation:

For designing a new tier-upgrade process in a Loyalty Program, the Consultant should select:

* A flow to perform the tier-upgrade rule and another flow to perform the tier-upgrade orchestration process (C): This approach allows for the separation of concerns, where one flow is responsible for evaluating whether members meet the criteria for a tier upgrade, and another flow is responsible for the actual process of upgrading the member's tier. This modular design improves maintainability and scalability.

* A data-processing-engine (DPE) to identify the qualified members (D): The DPE can efficiently process large sets of member data to identify those who qualify for a tier upgrade based on the program's criteria. This component is crucial for automating the tier-upgrade process at scale, especially in programs with a significant number of members.

Option A combines both processes into a single flow, which could become complex and harder to maintain.

Option B suggests using a single flow for scheduling and processing, which might not offer the required flexibility and efficiency for handling complex tier-upgrade criteria and orchestration.

Salesforce documentation on Loyalty Management provides guidelines on leveraging Flow and DPE for automating and orchestrating various loyalty program processes, including tier upgrades.

NEW QUESTION # 99

When implementing Analytics for Loyalty, what are the three steps to turn on analytics and dashboards?

- A. Assign Analytics for Loyalty User Permissions.
- B. Schedule dataflow for the analytics
- C. Install CRM Analytics package
- D. Create an App using existing templates
- E. Create standard Salesforce reports and dashboard

Answer: A,B,C

Explanation:

To turn on analytics and dashboards for Loyalty, the three essential steps are:

* Assign Analytics for Loyalty User Permissions (A): This step ensures that users who need to access Loyalty Analytics have the necessary permissions to view and interact with the analytics and dashboards.

* Schedule dataflow for the analytics (C): Dataflow is the process by which data moves from Salesforce objects into Analytics datasets. Scheduling dataflow is crucial for ensuring that the analytics and dashboards have up-to-date information from the Loyalty Management system.

* Install CRM Analytics package (E): This involves adding the CRM Analytics package to your Salesforce org, which provides the tools and capabilities needed to create and customize analytics and dashboards for Loyalty Management.

Option B (Create standard Salesforce reports and dashboard) and Option D (Create an App using existing templates) are valuable for general reporting and app development within Salesforce but are not specifically tied to the initial steps for enabling Loyalty Analytics and dashboards.

Salesforce documentation on Loyalty Management and CRM Analytics would detail the process of enabling analytics for Loyalty, including the setup of user permissions, dataflow scheduling, and the installation of necessary packages to utilize analytics and dashboards effectively.

NEW QUESTION # 100

A Loyalty Manager would like to monitor members' tier history in the dashboards from Analytics Studio App. Which two fields need to be enabled in field history tracking in the Loyalty Member Tier object for this to be achieved?

- A. Loyalty Tier
- B. Loyalty Tier Group
- C. Change Reason Type
- D. Reason for Change

Answer: C,D

Explanation:

To monitor members' tier history in the dashboards from the Analytics Studio App, the two fields that need to be enabled in field history tracking on the Loyalty Member Tier object are:

* Change Reason Type (B): This field captures the type of change (e.g., manual adjustment, system-generated change) that led to the tier change, providing context for the tier history.

* Reason for Change (D): This field provides specific reasons for the tier change, offering detailed insights into why a member's tier was adjusted, which is valuable information for analyzing member behavior and program effectiveness.

Option A (Loyalty Tier Group) and Option C (Loyalty Tier) are important fields for understanding tier structures and member status, but they do not specifically relate to tracking changes or the reasons behind tier history, which are crucial for analytical purposes. Salesforce documentation on Loyalty Management and Analytics would provide guidance on configuring field history tracking and leveraging Analytics Studio to create insightful dashboards that monitor and analyze members' tier history, aiding in strategic decision-making and program optimization.

NEW QUESTION # 101

Which two features below are supported in the reference integration between Loyalty and Commerce Cloud?

- A. Loyalty member enrollment
- B. Resetting tier points
- C. Loyalty membership merge
- D. Loyalty member profile

Answer: A,D

Explanation:

In the reference integration between Salesforce Loyalty Management and Commerce Cloud, two key features are supported: 'Loyalty member profile' and 'Loyalty member enrollment.' The 'Loyalty member profile' feature allows for the management and viewing of loyalty member information within Commerce Cloud, providing a seamless experience for members as they interact with the brand across different platforms. The 'Loyalty member enrollment' feature enables new customers to join the loyalty program directly through Commerce Cloud, facilitating the growth of the loyalty program and enhancing customer engagement by leveraging the commerce platform.

NEW QUESTION # 102

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

Answer: A,C

Explanation:

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.

NEW QUESTION # 103

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