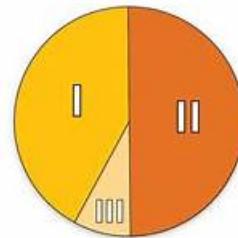
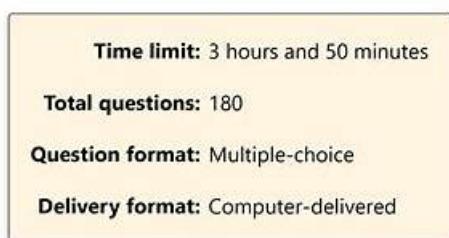


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PMP Exam Outline

Content Domains	Questions	Percentage of Examination
I. People	76	42%
II. Process	90	50%
III. Business Environment	14	8%

MOMETRIX TEST PREPARATION



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Salesforce Loyalty Management Accredited Professional Sample Questions (Q16-Q21):

NEW QUESTION # 16

A company has new accrual and redemption partner that they wish to add to its Loyalty program as part of a strategic business partnership.

Once the Administrator selects the loyalty program, which steps should the Administrator take to add new partner to the program?

- A. Chose relevant account name to Associate to the program > Set program partner type to 'Both' (Accrual and Redemption)
- B. Enter the program partner name > Associate to an account > Set program partner type to 'Both' (Accrual and Redemption)
- C. Enter the partner contact name > Associate to a partner Contact Name > Set program type to 'Both' (Accrual and Redemption)
- D. Enter the program partner name > Associate to a Partner Contact Name > Set program partner type to 'Both' (Accrual and Redemption)

Answer: B

Explanation:

To add a new accrual and redemption partner to a Loyalty program in Salesforce Loyalty Management, the steps are:
* Enter the program partner name > Associate to an account > Set program partner type to 'Both' (Accrual and Redemption) (A): This process involves identifying the new partner by name, associating them with a specific account in Salesforce to link their business details, and defining their role in the loyalty program as both an accrual and redemption partner. This ensures that the partner can both award points to members for eligible transactions and redeem points for rewards, enhancing the program's value and appeal to members.

Options B, C, and D offer variations that do not align with the standard process for adding a new partner in Salesforce Loyalty Management. The correct procedure involves associating the partner with an account (not just a contact) and specifying their role in terms of point accrual and redemption to ensure clear and effective partnership management within the program.

Salesforce Loyalty Management documentation provides guidelines on adding and managing program partners, including the steps to integrate new partners effectively, ensuring they contribute positively to the loyalty program's goals and member experiences.

NEW QUESTION # 17

A hotel group has finished setting up its Loyalty program and now wants to provide its Loyalty members with live updates about their program membership. They are looking for a solution that lets members view their membership details whenever they want to, and expect that this can be implemented without a need for complex customization.

Using the available product features of Loyalty Management. Which three tasks should an Administrator implement to meet the Hotel group's requirements?

- A. Associate the site with the new Hotel Group Loyalty Program using API integration endpoints
- B. Add Loyalty lightning components to the site that show members their Loyalty program details, points balance, recent transactions, and currently assigned tiers.
- C. Associate the site with the new Hotel Group Loyalty Program
- D. Create a site using the Experience Cloud site template called the Loyalty Member Portal
- E. Connect the website to the hotel's payment gateway

Answer: B,C,D

Explanation:

To provide live updates to Loyalty members about their program membership, the following tasks should be implemented:

* Associate the site with the new Hotel Group Loyalty Program: This task involves linking the hotel's loyalty program with their website, allowing for seamless access to loyalty program details for members1.

* Create a site using the Experience Cloud site template called the Loyalty Member Portal: Salesforce provides a specialized site template within Experience Cloud specifically designed for loyalty programs. This template, known as the Loyalty Member Portal, is tailored to display loyalty program details, points balance, recent transactions, and tier information2.

* Add Loyalty lightning components to the site: By adding Lightning components to the site, members can view their loyalty program details, points balance, recent transactions, and current tier assignments in real-time. These components are designed to provide a comprehensive overview of a member's status within the loyalty program without the need for complex customizations2.

These steps will ensure that members can view their membership details at their convenience, fostering greater engagement and satisfaction with the hotel group's Loyalty program.

NEW QUESTION # 18

A company has recently rolled out a Loyalty Program with three tiers. The lowest tier is Silver, and the highest tier is Platinum. The company decided to offer Platinum members exclusive access to VIP events.

How should an Administrator configure the Loyalty Program for Platinum members?

- A. Set up Members "Exclusive Access to VIP Events" as a Transaction Journal
- B. Set up Members "Exclusive Access to VIP Events" as a Member Promotion
- C. Set up Members "Exclusive Access to VIP Events" as a Loyalty Tier Benefit
- D. Set up Members "Exclusive Access to VIP Events" as a Voucher

Answer: C

Explanation:

To offer Platinum members exclusive access to VIP events, an Administrator should Set up Members "Exclusive Access to VIP Events" as a Loyalty Tier Benefit (D). Configuring this exclusive access as a tier benefit specifically for

Platinum members allows for clear differentiation of tiers and provides a compelling incentive for members to reach and maintain the Platinum tier. This setup ensures that the highest-tier members receive appropriate recognition and rewards, enhancing their loyalty and engagement with the program.

Options A (Voucher), B (Member Promotion), and C (Transaction Journal) do not accurately represent the method for providing exclusive event access as a distinct benefit of attaining the Platinum tier within a loyalty program.

NEW QUESTION # 19

A Consultant needs to set up a new tier-point reset process for a new Loyalty Program, where the data-processing engine (DE) configuration is required.

How should the Consultant set up the data-processing engine with the least configuration effort?

- A. Create a copy of the reset qualifying points DPE template.
- B. Create a copy of the expire activity based non-qualifying points DPE template.
- C. Create a copy of the expire fixed non-qualifying points DPE template.
- D. Create a new data-processing engine from scratch / by first principle.

Answer: A

Explanation:

To set up a new tier-point reset process for a Loyalty Program with the least configuration effort, the consultant should:

* Option A "Create a copy of the reset qualifying points DPE template." This approach leverages existing DPE templates designed for similar purposes, minimizing the need for extensive custom configuration.

NEW QUESTION # 20

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

Answer: C,D

Explanation:

The benefits of using Batch Management in Salesforce Loyalty Management, especially in the context of processing nightly batches of transactions from a Point of Sales (POS) system, include:

* Tracks the status and health of batch jobs (A): This allows program administrators to monitor the progress and success of batch processes, ensuring that transactions are being processed efficiently and any issues are quickly identified and addressed.

* Process large volumes of transactions (B): Batch Management is designed to handle high volumes of data, making it well-suited for processing the large number of transactions typically generated by a POS system daily.

Options C and D, while related to the benefits of batch processing, are more specific to the technical aspects of handling external data and file formats, which are not directly mentioned in the question. Batch Management's core benefits in this scenario are its ability to efficiently process and monitor large transaction volumes, ensuring the timely and accurate update of loyalty points and member statuses.

Salesforce documentation on Batch Management within Loyalty Management would offer insights into setting up and optimizing batch jobs for transaction processing, ensuring that loyalty programs can effectively manage member data and transactions even with high volumes and complex processing requirements.

NEW QUESTION # 21

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