

Top Lab AP-212 Questions Pass Certify | High-quality Exam AP-212 Answers: Loyalty Management Accredited Professional

_____ 1. Ito ay isang pag-aaral na tumatalakay o sumusuri na may kinalaman sa pagkonsumo, pamamahagi at paglikha ng mga yaman at kalakal.
A. Maykroekonomiks B. Ekonomiks C. Makroekonomiks D. Demand

_____ 2. Ito ay tumutukoy sa dami ng produkto o paglilingkod na gusto at kayang bilhin ng isang konsyumer sa isang takdang presyo.
A. Suplay B. Demand C. Batas D. Demand Curve

_____ 3. Ito ay maaaring pera, oras, hilaw na materyales, o anumang bagay na para makapagprodus ng produkto.
A. Buwis B. Suplay C. Supply Curve D. BIR

_____ 4. Tumutukoy sa kabuuang kita ng bansa.
A. GNP B. GDP C. NFIA D. GNI

_____ 5. Tumutukoy sa halaga ng kabuuang produkto at serbisyo kasama ang partisipasyon ng mga dayuhang negosyante sa produksyon sa bansa sa loob ng isang taon.
A. Gross Domestic Income B. Gross Domestic Product
C. Net Factor Income from Abroad D. Gross World Product

_____ 6. Ito ay batay sa kita ng mga Pilipino na mula sa pagbebenta ng produkto at serbisyo.
A. Outcome Approach
B. Income Approach
C. Expenditure Approach
D. Government Consumption

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Salesforce Loyalty Management Accredited Professional Sample Questions (Q36-Q41):

NEW QUESTION # 36

The Loyalty Program Manager at Northern Trail Outfitters (NTO) has defined a new Promotion in Salesforce Loyalty Management. NTO would like to communicate this new Promotion with its eligible members.

Which two integrated Salesforce applications can facilitate this com

- A. Salesforce Customer Data Platform
- B. Salesforce Cloud Intelligence
- C. **Salesforce Marketing Cloud**
- D. Salesforce Field Service Lightning

Answer: A,C

Explanation:

To communicate a new Promotion to eligible Loyalty Program members, Northern Trail Outfitters can utilize integrated Salesforce applications such as:

* Option C: Salesforce Customer Data Platform (CDP), which allows for the aggregation and management of customer data, enabling targeted communication based on member attributes and behaviors.
* Option D: Salesforce Marketing Cloud, which offers robust email marketing and customer engagement tools. By integrating Loyalty Management data with Marketing Cloud, NTO can create personalized and targeted email campaigns to inform members about new promotions.

NEW QUESTION # 37

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

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

Answer: B,C

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 # 38

The VP of Loyalty at Northern Trail Outfitters (NTO) Retailers has decided to implement a Loyalty program to increase customer spending and improve customer lifetime value.

Which two features should be configured in Salesforce Loyalty Management?

- A. Loyalty product Pricing
- B. **Loyalty Tiers**
- C. Loyalty Segments
- D. **Member Rewards and Benefits**

Answer: B,D

Explanation:

When designing an experiential Loyalty Program, the recommended objects to use for tracking member activities with the program are:

* Loyalty Ledger & Transaction Journal (A): The Loyalty Ledger tracks the overall balance of a member's points or currencies, while the Transaction Journal records all point-related transactions, including accruals, redemptions, and adjustments. Together,

these objects provide a comprehensive view of a member's interactions and engagements with the loyalty program.

* Journal Type & Journal Subtype (D): These objects allow for the categorization and sub-categorization of transactions within the Transaction Journal, making it possible to track different types of member activities and engagements within the program, such as event attendance, purchases, or other actions.

Options B (Loyalty Member Currency & Transaction Journal) and C (Transaction Journal Type & Transaction Journal Subtype) are partially correct but do not fully capture the recommended best practices for tracking member activities in an experiential loyalty program.

Salesforce documentation on Loyalty Management would detail the use of these objects and best practices for tracking and managing member activities within a loyalty program, ensuring a rich and engaging member experience.

NEW QUESTION # 39

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

Answer: A,B,C

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 # 40

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

Answer: A,D

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 # 41

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