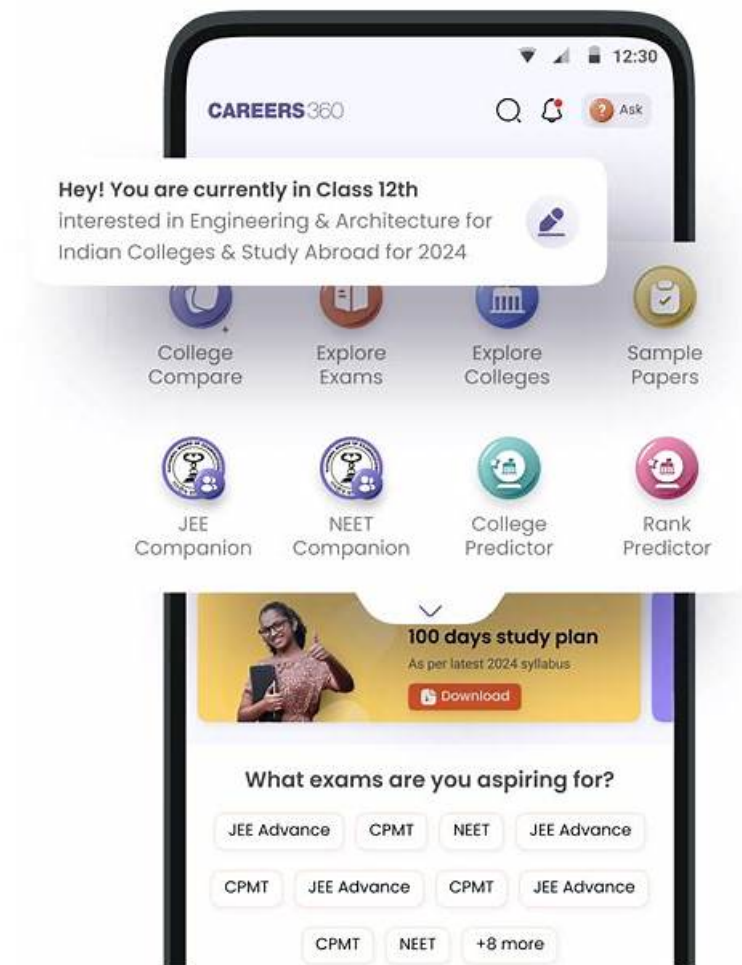


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Salesforce Loyalty Management Accredited Professional Sample Questions (Q21-Q26):

NEW QUESTION # 21

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

Answer: A,C

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 # 22

A Loyalty Manager would like to set up an email-send process in Salesforce Marketing Cloud (SMC) that needs to inform the member via email immediately once a tier change has been applied. The company is using Marketing Cloud Connect.

A solution was proposed to draft a design using a journey process to send the notification email and a new custom object named "Member TierUpdate_c" that stores the members that are qualified for a tier upgrade.

Which data source options within the journey should a Consultant use to fulfill this design?

- A. "Salesforce Data" as the Entry Source, "Contact" object as the data-source
- B. "Data-Extension" as the Entry Source, "LoyaltyProgramTier"
- C. "Salesforce Data" as the Entry Source, "Loyalty ProgramMember" object as the datasource
- D. "Salesforce Data" as the Entry Source, "LoyaltyMember Tier"

Answer: D

Explanation:

For integrating a custom object "Member TierUpdate_c" with a journey in Salesforce Marketing Cloud for real-time tier change notifications, the correct data source option is:

* Option D "Salesforce Data" as the Entry Source, with the custom object "Member TierUpdate_c" as the data source. This option allows for real-time triggering of journeys in Marketing Cloud based on updates to Salesforce records, in this case, the "Member TierUpdate_c" object which tracks tier upgrades.

* Options A and B do not correctly target the custom object designed to track tier changes.

* Option C, using a "Data-Extension," would not provide the real-time integration needed for immediate email notifications upon tier changes.

NEW QUESTION # 23

A company has recently rolled out a Loyalty Program. The customer support agents need to manually adjust the points for Loyalty Program Members.

On which three Loyalty pages will customer support agents be able to adjust points?

- A. Transaction Journal
- B. Contact page
- C. Account page
- D. Loyalty Program Member page
- E. Loyalty Program Member Related List

Answer: A,D,E

Explanation:

Customer support agents can manually adjust points for Loyalty Program Members on the following pages:

* Loyalty Program Member page (A): This is the primary interface for viewing and managing individual loyalty program members, including adjusting their points as needed.

* Loyalty Program Member Related List (B): This related list, found on related records such as accounts or contacts, provides access to loyalty program member information, including point adjustments.

* Transaction Journal (C): The Transaction Journal records all point transactions for loyalty program members, allowing customer support agents to make manual adjustments to points as necessary.

Options D (Account page) and E (Contact page) may provide indirect access to loyalty program member information but are not the primary interfaces for adjusting loyalty program points.

Salesforce documentation on Loyalty Management would detail the interfaces and processes for managing loyalty program members' points, including the roles and permissions required for customer support agents to make adjustments.

NEW QUESTION # 24

An Administrator needs to analyze the performance of the Loyalty Program.

What Loyalty Analytics permission does a System Administrator need to set up and customize?

- A. CLAAalytics Base Admin
- B. Loyalty Analytics User
- C. CRM Analytics User
- D. Data Pipeline User

Answer: B

Explanation:

To analyze the performance of the Loyalty Program, a System Administrator needs to set up and customize Loyalty Analytics, which requires the Loyalty Analytics User (A) permission. This permission set enables the administrator to access Loyalty Analytics features, configure reports, and customize dashboards to analyze various aspects of the Loyalty Program's performance, such as member engagement, tier progression, redemption rates, and more.

Option B (CLAAalytics Base Admin), Option C (Data Pipeline User), and Option D (CRM Analytics User) refer to different aspects of Salesforce analytics and data management, which, while potentially relevant in broader contexts, are not specifically tailored to the setup and customization of Loyalty Analytics within Salesforce Loyalty Management.

Salesforce documentation on Loyalty Management and Analytics would provide guidance on leveraging analytics capabilities to gain insights into Loyalty Program performance, guiding data-driven decision-making and program optimization.

NEW QUESTION # 25

A company has recently rolled out a Loyalty Program with three tiers. The company decided to offer personalized benefits based on customer behavior.

How will the personalized benefits be display for each Loyalty Program member?

- A. On the Member Benefit Related List, linked to Loyalty Program Member
- B. On the Voucher Related List, linked to Loyalty Program member
- C. On the Transaction Journal Related List, Linked to Loyalty Program Member
- D. On the Loyalty Member Tier Benefit Related List, linked to Loyalty Program Member

Answer: A

Explanation:

Personalized benefits for each Loyalty Program member can be displayed On the Member Benefit Related List, linked to Loyalty Program Member (B). This related list can be configured on the Loyalty Program Member page layout to show the specific benefits that a member is entitled to, based on their tier and personalized criteria. This setup allows for a clear and organized display of

benefits, making it easy for members and administrators to understand the perks associated with each member's status.

NEW QUESTION # 26

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