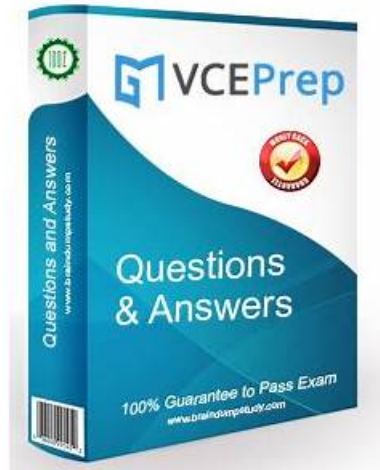


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Salesforce Loyalty Management Accredited Professional Sample Questions (Q98-Q103):

NEW QUESTION # 98

A company has decided to use Loyalty Management for customer retention, which will lead to increased revenue. Based on market research, the company decided to make the points available for its Loyalty Program Members after the return period of 14 days is over.

What is the best solution to meet the company's business requirements?

- A. Install App Exchange
- B. Enable Escrow Points
- C. Enable Deferred Points
- D. Enable Pending Points

Answer: C

Explanation:

To meet the company's business requirements of making points available for Loyalty Program Members after a return period of 14 days, the best solution is to Enable Deferred Points (C). Deferred points are a feature in Salesforce Loyalty Management that allows points to be earned but not immediately available for redemption, typically used to account for return periods or other conditional delays. By enabling deferred points, the company can ensure that points are only made available after the specified return period has passed, aligning with their business strategy and reducing the risk of point redemption for returned products.

NEW QUESTION # 99

A Loyalty Program Manager has proposed a new promotion with the following redemption requirements on their non-qualifying points for the two respective tiers.

* for Gold-tier members, a single non-qualifying point is equal to \$2 if the total purchase value is \$200 or more.

* for Gold-tier members, a single non-qualifying point is equal to \$1 if the total purchase value is less than \$200.

* for Gold-tier members, a single non-qualifying point is equal to \$1, irrespective of the total value of the purchase.

Considering the above requirements, which three redemption rule options should be selected for the proposed promotion?

- A. "Gold" tier member with the transaction amount is \geq \$200, then "Outcome": non-qualifying point deduction = transaction amount / 2.
- B. "Gold" tier member with the transaction amount is \geq \$200, then "Outcome": non-qualifying point deduction = transaction amount.
- C. "Blue" tier member with any transaction amount, then "Outcome": non-qualifying point deduction = transaction amount.
- D. "Gold" tier member with the transaction amount is \geq \$200, then "Outcome": tier-qualifying multiplier = 2
- E. "Blue" tier member with any transaction amount is \leq \$200, then "Outcome": non-qualifying point deduction = transaction amount.

Answer: A,B,C

NEW QUESTION # 100

Cloud Kicks has tasked its Loyalty Consultant with setting up its new Loyalty Management platform. The business requirement is to create personalized experiences across its customer journey.

Which solution should the Loyalty Consultant utilize to create personalized customer experiences?

- A. Salesforce Marketing Cloud
- B. Salesforce Order Management System
- C. Salesforce Sales Cloud
- D. Salesforce Slack

Answer: A

Explanation:

To create personalized experiences across Cloud Kicks' customer journey, the Loyalty Consultant should utilize Salesforce Marketing Cloud (A). Marketing Cloud provides a comprehensive suite of marketing tools designed to create personalized customer journeys, segment audiences, and deliver targeted content and communications. Leveraging Marketing Cloud's capabilities in conjunction with Loyalty Management allows for the creation of highly personalized and engaging experiences for loyalty program members, enhancing customer satisfaction and loyalty.

NEW QUESTION # 101

An IT Administrator has received a request from the Customer Service team to enable agents to view the Loyalty Program Member information on a Case record in Service Cloud.

What steps should the Administrator take to configure this?

- A. On the Case Page Layout, the Loyalty Program Member Related Lists are available and should be directly embedded to show the Loyalty information
- B. On the Case Page Layout, the Related Record component should be added with the 'First Lookup' selected as the 'Loyalty Program Member'
- C. On the Case Page Layout, the 'View Related Membership' action should be added to the Highlights panel and the Loyalty information to be displayed should be selected
- **D. On the Case Page Layout, the 'View Member Profile' component should be added and the required Related Lists from Loyalty Program Member should be selected**

Answer: D

Explanation:

To enable agents to view Loyalty Program Member information on a Case record in Service Cloud, the IT Administrator should On the Case Page Layout, add the 'View Member Profile' component and select the required Related Lists from Loyalty Program Member (B). This component allows for the display of relevant Loyalty Program Member information directly within the context of a Case record, enhancing the service agent's ability to access pertinent loyalty information while managing customer cases.

NEW QUESTION # 102

What is the most efficient way to automatically reset qualifying points for high volume Loyalty Programs?

- A. The reset period is defined at the Tier Group level; Loyalty Management will automatically process it every night to ensure efficient point calculation
- B. Develop an Apex Time Trigger to scan all Member Currencies and reset Qualifying points every time a reset period has expire
- **C. Use the out-of-the-box 'Reset Qualifying Points' data processing engine and trigger its execution using, for instance, a Schedule-Triggered Flow.**
- D. Create Schedule-Triggered Flow that to be executed every night This flow will scan the expired reset Period at the Group Level and rese the points using the out-of-the-box Reset point flow action

Answer: C

Explanation:

The most efficient way to automatically reset qualifying points for high-volume Loyalty Programs is to use the out-of-the-box 'Reset Qualifying Points' data processing engine and trigger its execution using, for instance, a Schedule-Triggered Flow. This method leverages Salesforce's built-in capabilities to manage the reset process without the need for custom code. The data processing engine is designed to handle large volumes of data efficiently, ensuring that the points reset process is completed accurately and timely across all relevant member accounts.

NEW QUESTION # 103

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