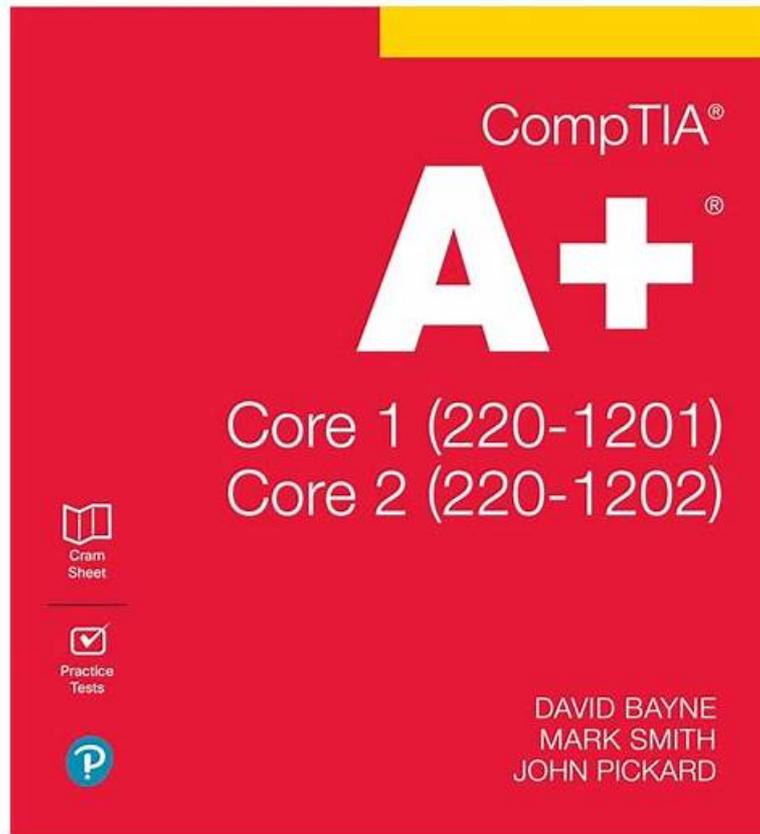


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## Salesforce Loyalty Management Accredited Professional Sample Questions (Q55-Q60):

### NEW QUESTION # 55

Universal container launched a Loyalty Program. The salesforce Administrator to..... to create a private portal for the Loyalty Program

What is the last step the Salesforce Administrator must complete?

- A. Activate the Experience Cloud site
- B. Associate the Loyalty Program with the site
- C. Create the Experience Cloud site
- D. Add the relevant Experience Cloud components to the pages

**Answer: A**

Explanation:

The last step the Salesforce Administrator must complete to create a private portal for the Loyalty Program using Experience Cloud is to activate the Experience Cloud site. Activation is the final step that makes the site accessible to users. Once the site is activated, members can access the portal, where they can engage with the Loyalty Program, view their points and tiers, and take advantage of program benefits. Activation is crucial as it transitions the site from a development or staging phase to a live environment.

### NEW QUESTION # 56

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

**Answer: C**

Explanation:

To create personalized experiences across Cloud Kicks' customer journey, the Loyalty Consultant should utilize Salesforce Marketing Cloud (B). 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 # 57

Ursa Major Solar has recently rolled out its Loyalty Program. The customer support agents need access to Loyalty Program Member's information. The System Administrator at Ursa Major Solar has placed the Loyalty Members Profile Cards on the Lightning Record Page, and all access is granted; however, it is still not visible on the page.

What setting is missing and preventing the visibility of the pages?

- A. Setup the Member Preferences Embedded Dashboard
- B. Setup the Member NPS Dashboard
- C. Setup the Member Summary Embedded Dashboard
- D. Setup the Loyalty Program as Primary

**Answer: D**

Explanation:

In Salesforce Loyalty Management, visibility issues of components such as the Loyalty Members Profile Cards on the Lightning Record Page can often be traced back to configuration settings related to the Loyalty Program itself. While options A, B, and D

mention various dashboards (Member Summary, Member Preferences, and Member NPS), these are not directly related to the visibility of profile cards on the Lightning Record Page.

The correct setting that is likely missing and preventing the visibility of the Loyalty Members Profile Cards is the configuration of the Loyalty Program as Primary. This setting is crucial because it defines which Loyalty Program is considered the main one for the organization. Without setting a Loyalty Program as Primary, Salesforce might not properly display related components, such as the Loyalty Members Profile Cards, due to a lack of context about which program's information should be displayed.

In Salesforce, the concept of a "Primary" program is used in various contexts to denote the main or default record among multiple. Similarly, in the context of Loyalty Management, setting a Loyalty Program as Primary ensures that its related data and components are given precedence and are properly displayed in the user interface, including on Lightning Record Pages.

For reference, Salesforce documentation on Loyalty Management typically covers the setup and configuration of Loyalty Programs, including how to designate a program as Primary. Although the exact steps can vary based on the Salesforce release and customizations, administrators typically need to navigate to the Loyalty Management settings or related setup area, find the specific Loyalty Program configuration section, and select an option or checkbox to designate a program as the Primary Loyalty Program for the organization.

### NEW QUESTION # 58

A total group wants to implement a Loyalty program that gives its members points based on the numbers of nights per stay each time members visit one of its hotels.

Once a customer reaches 1000 points, members can redeem points with any hotel within the hotel group. The points can be converted to cover the cost of one night's stay on the next visit. The hotel group hopes this incentive will encourage its members to book more frequently, increasing revenue.

Which type of currency should a Loyalty Consultant use to set up the Loyalty program to accomplish the hotel group's goals?

- A. Non-Qualifying and Qualifying Points
- B. Qualifying Points
- C. Non-Qualifying Points
- D. Tier Qualifying Points

**Answer: C**

Explanation:

To accomplish the hotel group's goals, a Loyalty Consultant should use Non-Qualifying Points as the currency type for the Loyalty program. Non-Qualifying Points are ideal for rewards that do not contribute to tier progression but can be redeemed for benefits, such as a free night's stay. This setup allows members to earn points based on their stays, which can then be redeemed for rewards within the hotel group, encouraging more frequent bookings and enhancing member loyalty.

### NEW QUESTION # 59

The Loyalty Administrator for Northern Trail Outfitters (NTO) Insider program defines tier groups - Status Tier Group with a Fixed Model and Period of one year. The three tiers are defined - Silver (base), Gold (next tier), and Platinum (the highest tier).

Qualifying Points reset date is set at December 31, 2022, with a frequency of one year.

Extend Expiration for this tier group is Qualifying Points Reset Date.

A member joins NTO Insider in the Silver tier and, after a year of engagement, gets upgraded to the Gold tier on March 16, 2023.

Which date would be the new Expiry date for this member after the tier is upgraded to Gold?

- A. December 31, 2024
- B. March 16, 2024
- C. March 31, 2024
- D. December 31, 2023

**Answer: A**

Explanation:

For a member who joins the NTO Insider program in the Silver tier and gets upgraded to the Gold tier on March 16, 2023, the new expiry date after the tier upgrade would be December 31, 2024 (C). This is because the tier group is defined with a Fixed Model and a Period of one year, with the Qualifying Points reset date set at December 31, 2022, and a frequency of one year. The Extend Expiration setting being tied to the Qualifying Points Reset Date means that regardless of when the tier upgrade occurs within the year, the expiration of the new tier status aligns with the annual reset date, extending to the end of the following reset period, which would be December 31, 2024.

This approach ensures that members who achieve a higher tier partway through the year enjoy the benefits of that tier for the



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