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Salesforce Loyalty Management Accredited Professional Sample Questions (Q105-Q110):

NEW QUESTION # 105

An Administrator must configure a tier point reset for a Loyalty Program to occur once every two years.
Which two setting does the Administrator need to consider in this scenario?

- A. The Currency type field must correspond to qualifying.
- B. The currency type field must correspond to non-qualifying.
- C. The qualifying point reset date, period, and frequency are set on the tier group.
- D. The Loyalty tier group field is populated.

Answer: C

Explanation:

For configuring a tier point reset in Salesforce Loyalty Management that occurs once every two years, the administrator needs to consider:
* The qualifying point reset date, period, and frequency are set on the tier group (B): This setting ensures that members' qualifying points are reset according to the specified schedule, in this case, every two years. This reset mechanism is crucial for maintaining the program's competitiveness and encouraging ongoing member engagement.
The option A, "The Loyalty tier group field is populated," is a prerequisite for tier management but not directly related to the reset settings. Options C and D, regarding the Currency type field, are not relevant to the tier point reset settings, as the reset pertains to the accumulation and expiration of qualifying points within the tier structure, not the currency type.
Salesforce Loyalty Management documentation would provide detailed instructions on configuring tier resets, including the impact of different settings on member tiers and how to communicate changes effectively to maintain member satisfaction and engagement.

NEW QUESTION # 106

A new segment in Customer Data Platform (CDP) will be used for sending notification emails to members with the following requirements: - The mail is sent on the first day of the month to the members that will have their membership expire at the end of the same month, starting from the 1st of April to 30th of June
- member's expiry-date are standardized to the last day of the month.
Which two configuration options below should be used for the new segment to fulfill this segmentation requirement?

- A. In "Segment Property", set "Publish Schedule" to "Don't Refresh".
- B. In the Segmentation Rule, Use "LoyaltyProgramMember" as the Direct object, > Operator: "This Month" for the "Membership Expiry Date" attribute.
- C. In "Segment Property," set "Publish Schedule" to "24 hours" and the appropriate "Start Date" and "End Date
- D. In the Segmentation Rule, Use "LoyaltyProgramMember" as the Direct object, > Operator: "Next Number of days" = 30 for the "Membership Expiry Date" attribute.

Answer: B,C

Explanation:

For this segmentation requirement, the key is to identify members whose membership will expire at the end of the current month and to ensure the segment is refreshed daily within the specified date range.
* Option B is correct because using "This Month" for the "Membership Expiry Date" attribute will accurately segment members whose memberships expire at the end of the current month.
* Option D is also correct because setting the "Publish Schedule" to "24 hours" ensures the segment is refreshed daily, capturing new members meeting the criteria as the month progresses. The "Start Date" and "End Date" should be set from the 1st of April to 30th of June to match the requirement.
* Option A is not suitable because "Don't Refresh" would prevent the segment from updating daily, which is necessary to capture new members as their membership expiry dates become relevant.
* Option C using "Next Number of days" = 30 might incorrectly include members whose memberships expire in the next 30 days from the current date, not specifically at the end of the current month.

NEW QUESTION # 107

Which set of features should a Consultant check before setting up expanded partner management?

- A. Growth license, Prepaid Billing Type, Partner Transactions, Partner Conversion Factor O for Currencies
- B. Growth license, PostPaid Billing Type, Partner Ledgers, Partner Conversion Factor for Currencies
- C. Advanced license, Partner Ledgers, Partner Transactions, Billing Type
- D. Advanced license, PostPaid Billing Type, Partner Ledgers, Partner Conversion Factor for Currencies

Answer: D

Explanation:
Before setting up expanded partner management in Salesforce Loyalty Management, a Consultant should verify the following features are available:
* Option C: An "Advanced" license, which typically provides a broader set of functionalities and capabilities within Salesforce applications, including Loyalty Management.
* "PostPaid Billing Type," indicating the billing arrangement with partners, which is relevant for managing financial transactions within the Loyalty Program.
* "Partner Ledgers," which are necessary for tracking financial transactions and point exchanges with partners.
* "Partner Conversion Factor for Currencies," enabling the management of loyalty points and currency conversion across different geographies and partner locations.
These features collectively support the expanded management of partner relationships within the Loyalty Program, including financial transactions, point conversions, and international operations.

NEW QUESTION # 108
A company has an existing Loyalty Program, and the marketing team wants to start awarding 10% discounts and 100 points to new members upon sign-up.
What does the Program Administrator need to do for a new member to earn this promotion?

- A. Create an autolaunched flow using Transaction Journal, Loyalty Ledger, and Get Loyalty Promotions for Transactions
- B. Create an autolaunched flow using Journal Type. Journal SubType, Transaction Journal, Credit Points ° action, and Issue Voucher action
- C. Create a record triggered flow using Journal Type, Journal SubType, Transaction Journal, and Process O Member Benefit Action
- D. Create a record triggered flow using Journal Type. Journal SubType, Transaction Journal. Credit Points action and Issue Voucher action

Answer: D

Explanation:
To award new members with a 10% discount and 100 points upon sign-up, the Program Administrator should:
* B: Create a record-triggered flow using Journal Type, Journal SubType, Transaction Journal, Credit Points action, and Issue Voucher action. This flow will automate the process of crediting points and issuing discount vouchers to new members as part of the promotion.

NEW QUESTION # 109
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. "Salesforce Data" as the Entry Source, "LoyaltyMember Tier"
- C. "Salesforce Data" as the Entry Source, "Loyalty ProgramMember" object as the datasource
- D. "Data-Extension" as the Entry Source, "LoyaltyProgramTier"

Answer: B

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 # 110

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