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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	• Strategies and Design: Salesforce Partners learn how Loyalty Management aligns with customers' business needs, processes, data requirements, and program parameters. This section includes identifying the appropriate Loyalty architecture, defining points and redemptions processes, benefits types, and the promotion lifecycle. Best practices for implementing Loyalty Management are also covered, ensuring practical application to real-world scenarios.

Topic 2	• On-Going Loyalty Management: This section equips Salesforce Partners to sustain and optimize Loyalty solutions post-implementation. The topic includes leveraging analytics and dashboards, transitioning from sandbox to production, managing Loyalty campaigns, utilizing mobile app features, and resolving service-related issues.
Topic 3	• Loyalty Program and Process Configuration: This section focuses on configuring the foundational and advanced features of Loyalty Programs. Salesforce Partners learn to configure tier models, member and partner management, customer incentives, and experiential features in this topic. Sub-topics also include defining promotions, eligibility rules, and personalized Loyalty pages using Experience Cloud templates. Configuring complex processing rules, user access models, and analytics dashboards equips Salesforce Partners with the expertise to deliver scalable, customer-centric Loyalty solutions.
Topic 4	• Integration: Integration is crucial for a seamless Loyalty Management experience. In this topic, Salesforce Partners determine strategies for integrating Marketing Cloud, Commerce Cloud, Service Cloud, Salesforce CDP, and external systems using API templates and endpoints.

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Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q99-Q104):

NEW QUESTION # 99
What three facts should the administrator consider when creating and managing member groups?

- A. Promotions can't offered to groups.
- B. Groups are associate with tiers.
- C. Accrual type transactions associated with a group can be canceled.
- D. Qualifying points can't be transferred to a group.
- E. Vouchers can't be issued to groups.

Answer: B,C

NEW QUESTION # 100
What is a business use case for integrating Marketing Cloud Personalization with Loyalty Management?

- A. To be able to send personalized marketing emails in batches.
- B. To enable the purchasing of products and take payment.
- C. To offer promotions in real-time to customers.
- D. To create unified profile from multiple source of truth and build a golden record.

Answer: C

Explanation:
Integrating Marketing Cloud Personalization with Loyalty Management serves the crucial business use case of offering real-time promotions to customers. This integration allows for the dynamic presentation of personalized offers and promotions to loyalty members based on their current interactions, preferences, and loyalty status. By leveraging real-time data and personalized content, businesses can enhance customer engagement, encourage repeat purchases, and foster a deeper connection with their brand, ultimately driving loyalty program success and customer satisfaction.

NEW QUESTION # 101

An airline's Loyalty program offers several ways to accrue points, including:
* Enrollment Bonus
* Member Referral
* Flight Purchase
* Additional information on the member profile.

The Salesforce Administrator must classify the different accrual transaction journals.

What should the administrator configure to meet these requirements?

- A. Create a custom field on Loyalty Ledger object
- B. Create a custom field on transaction journal object
- C. Create a Journal Type for each case.
- D. Create a Journal Subtype for each case.

Answer: C

Explanation:

To classify the different accrual transaction journals based on the various ways members can accrue points, the Salesforce Administrator should create a Journal Type for each case (e.g., Enrollment Bonus, Member Referral, Flight Purchase, Additional Profile Information). Journal Types in Salesforce Loyalty Management are used to categorize transaction journals according to the nature of the transaction, allowing for organized tracking and reporting of different types of point accrual activities. This configuration facilitates clear differentiation and management of the diverse ways in which members can earn points within the Loyalty Program

NEW QUESTION # 102

A Consultant needs to configure the Loyalty tier groups for a Loyalty Program with the following specifications:
Qualifying period is reset once a year on the 31st of March.
The member-tier is not extended upon expiration.
Which two settings within the Loyalty tier groups configuration should the Consultant configure to meet the required specifications?

- A. Extend Expiration = no extension
- B. Tier-model = fixed
- C. Tier-model = anniversary
- D. Extend Expiration = member enrollment anniversary

Answer: A,B

NEW QUESTION # 103

What three types of vouchers can be configured in Loyalty Management?

- A. Product or Service
- B. Fixed Value
- C. Discount Percentage
- D. Promo Code
- E. Gift Card

Answer: B,C,D

Explanation:

In Salesforce Loyalty Management, the types of vouchers that can be configured include:
* Promo Code (A): This voucher type allows members to redeem a code for a specific offer or discount, typically used in marketing promotions and online purchases.
* Discount Percentage (B): This type of voucher provides a percentage-based discount on products or services, offering flexibility in creating varied promotional offers for loyalty program members.
* Fixed Value (C): Fixed Value vouchers offer a specific monetary value that can be applied as a discount or credit towards purchases, providing a straightforward benefit to loyalty program members.
The option D, "Gift Card," and E, "Product or Service," while potentially part of a loyalty program's offerings, are not classified as voucher types within the standard configurations of Salesforce Loyalty Management.

Vouchers are typically used for discounts or special offers rather than representing a stored monetary value or specific products/services.

The Salesforce Loyalty Management documentation would include detailed information on configuring and managing different types of vouchers, ensuring that loyalty program administrators can effectively create and offer a variety of benefits to meet their program's goals and member needs.

NEW QUESTION # 104

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