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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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 2	<ul style="list-style-type: none"> 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 3	<ul style="list-style-type: none"> 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.
Topic 4	<ul style="list-style-type: none"> 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.

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Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q46-Q51):

NEW QUESTION # 46

A loyalty Program has two existing partners, a snacks manufacture and a beverages importer. There are two new products that need to be directly associated with the respective partner products within the loyalty partner product section.

The below products have been added to the system and are available under the product objects.

Chocolate cookies, linked with product category snacks

Green soda from beverage importer

Which two steps should an Administrator take to fulfill task with the least effort?

- A. Add the partner in the Lookup on the Chocolate cookie product.
- B. Choose "Category" option and map the Chocolate cookies to the partner.
- C. Add the partner in the lookup on the snack product
- D. Choose "Product" option and map the green soda to the partner

Answer: A,D

Explanation:

To associate the new products with their respective partners within the loyalty partner product section, the Administrator should take two steps. For the Chocolate cookies linked with the snack category, the Administrator should add the partner in the Lookup on the Chocolate cookie product. This directly associates the product with the specific partner responsible for the snack category.

Similarly, for the Green soda from the beverage importer, the Administrator should choose the 'Product' option and map the Green soda to the partner. This step ensures that the beverage product is correctly associated with the beverage importer, maintaining accurate and organized tracking of partner products within the Loyalty Program. These configurations facilitate seamless management and representation of partner products within the program, enhancing the clarity and efficiency of partner product associations.

NEW QUESTION # 47

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

Answer: D

NEW QUESTION # 48

In which two scenarios should an Administrator use member engagement attributes?

- A. Member attends three trainings between March 1st and April 30th to get 200 bonus points.
- B. Member is eligible for 'Bonus days' if the member constantly spends more than \$500 each month for a year.
- C. Member enrolls in "welcome aboard" promotion for free surprise gift every quarter.
- D. Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only.

Answer: A,B

Explanation:

In Salesforce Loyalty Management, member engagement attributes are used to track and reward customer behaviors that are not directly tied to transactions. In the scenarios provided:

* Member is eligible for 'Bonus days' if the member constantly spends more than \$500 each month for a year (A): This scenario is ideal for using member engagement attributes to track consistent high spending over a year. The attributes can be used to monitor monthly spending and, once the criteria are

* met, trigger the bonus days reward.

* Member attends three trainings between March 1st and April 30th to get 200 bonus points (B): This is another perfect use case for member engagement attributes. The attributes can be set to track participation in specific events (like training sessions) and award points when the member meets the attendance requirement.

* Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only (C):

This scenario is more about transactional behavior combined with tier status, which might not necessarily require the use of engagement attributes. Instead, this could be managed through regular transactional rules and tier benefits.

* Member enrolls in "welcome aboard" promotion for free surprise gift every quarter (D): While engagement attributes could potentially track enrollment in promotions, this scenario seems more straightforward and could be managed through the promotion and voucher functionalities in Salesforce Loyalty Management without the need for engagement attributes.

Engagement attributes are particularly useful for tracking non-purchase behaviors and engagements, providing a flexible tool to reward members for a wide range of activities, enhancing their loyalty and engagement with the program. The Salesforce Loyalty Management documentation provides extensive guidance on configuring and using member engagement attributes effectively.

NEW QUESTION # 49

Universal Container sells sports shoes through an eCommerce system. The Loyalty Program Members earn points in real-time with every purchase made.

How can this be built into Salesforce?

- A. Create an schedule process to call the external system
- B. Create customer web service with Order Object
- C. Create with the external system to create Transaction Journals.
- D. Download an app from the AppExchange to connect Salesforce and the external system

Answer: C

NEW QUESTION # 50

Due to the point of Sales (POS) system limitations, the client purchases are sent every night to Loyalty Management as transactions. What are two benefits a program gets by using Batch Management in this context?

- A. Process large volumes of transactions
- B. Tracks the status and health of batch jobs
- C. Process zip files full of Loyalty Transactions coming from point-of-sales systems
- D. Load large volumes of external data coming from external systems

Answer: A,B

NEW QUESTION # 51

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