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The Salesforce Salesforce-Loyalty-Management certification verifies that you have a basic understanding of Salesforce Loyalty Management Accredited Professional Exam concepts and virtualization. Success in the Salesforce-Loyalty-Management exam of the Salesforce Salesforce-Loyalty-Management certificate also proves your knowledge of basic troubleshooting concepts and data center technology. When you earn the Salesforce-Loyalty-Management Certification you will get reliable exam guide materials.

Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<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.
Topic 2	<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 3	<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 4	<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.

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Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q84-Q89):

NEW QUESTION # 84

The Loyalty Administrator for Northern Trail Outfitters (NTO) defines Basic and Premium as the two Tiers for its Insider program. They want to define a free product sample for all members in Premium Tier.

How does NTO configure tiers within the Loyalty Program to give vouchers for members in the Premium Tier?

- A. Voucher Management; Benefits Setup (in Program console); Benefit Action to define downstream actions and FLOW - Benefit action for orchestration
- B. Voucher Management and Benefit Action
- C. Voucher Management; Benefits Setup (in Program console); Benefit Action to process benefits
- D. Voucher Management and Benefits Setup

Answer: A

Explanation:

To configure tiers within the Loyalty Program at Northern Trail Outfitters (NTO) for giving vouchers to members in the Premium Tier, the configuration involves Voucher Management; Benefits Setup (in Program console); Benefit Action to define downstream actions and FLOW - Benefit action for orchestration (C). This comprehensive approach allows for the creation and management of vouchers as benefits associated with the Premium Tier, the setup of these benefits within the Loyalty Program console to specify the conditions and entitlements, and the use of Salesforce Flow for orchestrating the process of issuing vouchers to qualifying members. This method ensures that vouchers are systematically managed, associated with the correct tier and member eligibility criteria, and efficiently distributed to members through automated processes, enhancing the value and appeal of the Premium Tier. Salesforce documentation on Loyalty Management would detail the steps for setting up and managing tier-based benefits, including the use of Voucher Management and Flow for effective benefit administration and member engagement.

NEW QUESTION # 85

Northern trail Outfitters (NTO) wants to offer 10% discount on top of the annual summer sale for its Loyalty program customers. Which two steps must a Consultant take in Loyalty Management to set up this promotion?

- A. Create within the Loyalty Experience tab a new voucher tab a new voucher definition where the Type Is Discount Percentage and the Expiration Type is fixed Date.
- B. Create within the Loyalty Experiences tab a new voucher definition for the summer sales campaign where the Type is Product or Service and the expiration Type is fixed Date.
- C. Create within the Loyalty Experiences tab a new Benefit Type for the Summer sale campaign where the Benefit Type Name is standard and the Category type is Issue Voucher.
- D. Create within the Loyalty Experiences tab a new promotion for the Summer Sales campaign where the Loyalty Promotion Type is Standard and the Fulfillment Action is Issue Voucher.

Answer: B

NEW QUESTION # 86

A Consultant will need to create a new voucher definition for a new voucher, wherever the new voucher has the requirements. A total of two vouchers will be issued to the member.

The first voucher has a face value of \$100, and the second voucher has a face value of \$200. Both vouchers must be used within three months after the first voucher's disbursement date. The first voucher will be issued to the members over a period of a month. Which voucher definition settings will fulfill the new voucher's requirements?

- A. Type: Fixed valued, Expiration Type: Period, Expiration Period: 3, expiration Period Unit Month, Face Value: \$300, Partial Redeemable: Unchecked
- B. Type: Fixed valued, Expiration Type: Period, Expiration Period: 3, expiration Period Unit Month, Face Value: \$300, Partial Redeemable: UnChecked
- C. Type: Fixed valued, Expiration Type: Period, Expiration Period: 90, expiration Period Unit Month, Face Value: \$300, Partial Redeemable: Checked
- D. Type: Fixed valued, Expiration Type: Period, Expiration Period: 3, expiration Period Unit Month, Face Value: \$300, Partial Redeemable: Checked

Answer: A

NEW QUESTION # 87

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

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

Answer: A

NEW QUESTION # 88

Universal Containers implemented a Loyalty Program six months ago. The Loyalty Program Manager noticed a recent decrease in program efficiency. Now the Manager wants to incorporate a targeted strategy.

Which two benefits should the Administrator expect as a result of running the strategy?

- A. Data-based segmentation strategy
- B. Personalized digital marketing
- C. Customers are rewarded based on their tiers
- D. Transaction journey data is automatically archived

Answer: A,B

Explanation:

Incorporating a targeted strategy in a Loyalty Program can lead to the following benefits:

Personalized digital marketing (A): A targeted strategy allows for more personalized communication and offers, tailored to the specific behaviors, preferences, and tiers of loyalty program members, enhancing member engagement and program effectiveness.

Data-based segmentation strategy (D): By leveraging data to segment the loyalty program members, the program can deliver more relevant and appealing offers and communications, increasing member satisfaction and program participation.

Automatically archiving transaction journey data (option B) is more of a data management practice and not directly a benefit of running a targeted strategy. Rewarding customers based on their tiers (option C) is a common practice in loyalty programs but does not specifically result from implementing a targeted strategy.

Salesforce documentation on Loyalty Management would detail the advantages of implementing targeted strategies within loyalty programs, including how to leverage Salesforce tools for personalized marketing and data-driven segmentation.

NEW QUESTION # 89

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