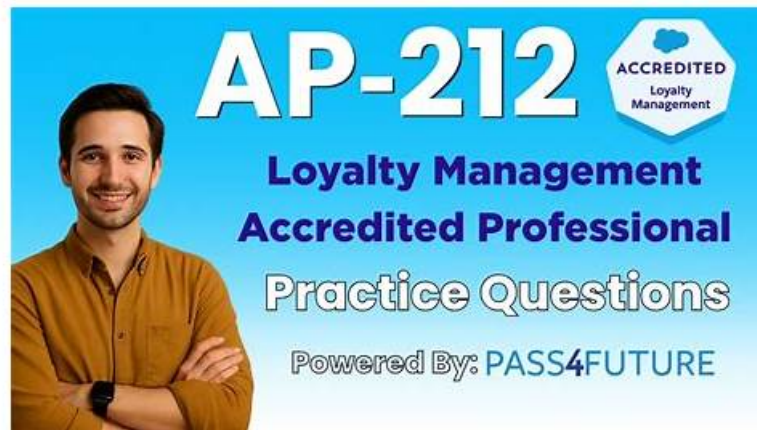


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## Salesforce Loyalty Management Accredited Professional Sample Questions (Q41-Q46):

### NEW QUESTION # 41

A Consultant needs to design a new tier-upgrade process for a new Loyalty Program. The custom object to store the qualified members and a batch job is identified for this process.

Which two components should the Consultant select for this process?

- A. A flow to schedule and process the custom object's pending records and another flow to perform tier-upgrade orchestration process
- B. A flow to perform both tier-upgrade rule and tier-upgrade orchestration process
- C. A data-processing-engine (DPE) to identify the qualified members
- D. A flow to perform the tier-upgrade rule and another flow to perform the tier-upgrade orchestration process

**Answer: C,D**

Explanation:

For designing a new tier-upgrade process in a Loyalty Program, the Consultant should select:

\* A flow to perform the tier-upgrade rule and another flow to perform the tier-upgrade orchestration process (C): This approach allows for the separation of concerns, where one flow is responsible for evaluating whether members meet the criteria for a tier upgrade, and another flow is responsible for the actual process of upgrading the member's tier. This modular design improves maintainability and scalability.

\* A data-processing-engine (DPE) to identify the qualified members (D): The DPE can efficiently process large sets of member data to identify those who qualify for a tier upgrade based on the program's criteria. This component is crucial for automating the tier-upgrade process at scale, especially in programs with a significant number of members.

Option A combines both processes into a single flow, which could become complex and harder to maintain.

Option B suggests using a single flow for scheduling and processing, which might not offer the required flexibility and efficiency for handling complex tier-upgrade criteria and orchestration.

Salesforce documentation on Loyalty Management provides guidelines on leveraging Flow and DPE for automating and orchestrating various loyalty program processes, including tier upgrades.

#### NEW QUESTION # 42

A Loyalty Manager would like to monitor members' tier history in the dashboards from Analytics Studio App.

Which two fields need to be enabled in field history tracking in the Loyalty Member Tier object for this to be achieved?

- A. Reason for Change
- B. Loyalty Tier
- C. Change Reason Type
- D. Loyalty Tier Group

**Answer: A,C**

Explanation:

To monitor members' tier history in the dashboards from the Analytics Studio App, the two fields that need to be enabled in field history tracking on the Loyalty Member Tier object are:

\* Change Reason Type (B): This field captures the type of change (e.g., manual adjustment, system-generated change) that led to the tier change, providing context for the tier history.

\* Reason for Change (D): This field provides specific reasons for the tier change, offering detailed insights into why a member's tier was adjusted, which is valuable information for analyzing member behavior and program effectiveness.

Option A (Loyalty Tier Group) and Option C (Loyalty Tier) are important fields for understanding tier structures and member status, but they do not specifically relate to tracking changes or the reasons behind tier history, which are crucial for analytical purposes.

Salesforce documentation on Loyalty Management and Analytics would provide guidance on configuring field history tracking and leveraging Analytics Studio to create insightful dashboards that monitor and analyze members' tier history, aiding in strategic decision-making and program optimization.

#### NEW QUESTION # 43

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

**Answer: A,C**

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 # 44

The existing Loyalty Program would need to have its "members-record" transferred from an SQL database into a new Salesforce Loyalty Management org, where its members' records are kept within a data table named "tbl\_Member" with the following data contents:

- \* the program member's personal particular and contact information
- \* member's current-tier value
- \* member's tier-points

Which object combinations should be used for data migration of the source's member records into the Loyalty Member org?

- A. "LoyaltyProgramMember", "LoyaltyMemberTier", "LoyaltyProgamCurrency". "Account" Object.
- B. "LoyaltyProgramMember", "LoyaltyTier", "LoyaltyMemberCurrency". "Contact" and "Account" Object.
- C. "LoyaltyProgramMember", "LoyaltyTier". "LoyaltyProgramCurrency". "Contact" and "Account" Object.
- D. "LoyaltyProgramMember". "LoyaltyMemberTier", "LoyaltyMemberCurrency". "Contact" and "Account" Object.

**Answer: D**

Explanation:

For migrating "members-record" from an SQL database into Salesforce Loyalty Management, the correct combination of objects to use is:

\* D: "LoyaltyProgramMember," "LoyaltyMemberTier," "LoyaltyMemberCurrency," "Contact," and "Account" Object. This combination covers all necessary aspects of Loyalty Program members' records, including personal information, tier status, and point balances.

#### NEW QUESTION # 45

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: 90, expiration Period Unit Month, Face Value: \$300, Partial Redeemable: Checked
- 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: 3, 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: UnChecked

**Answer: C**

Explanation:

To fulfill the new voucher's requirements, the voucher definition settings should be: Type: Fixed Value, Expiration Type: Period, Expiration Period: 3, Expiration Period Unit: Month, Face Value: \$300, Partial Redeemable: Checked. This configuration ensures that two vouchers with the specified face values can be issued within the defined period and used within three months after the first voucher's disbursement date. The

'Partial Redeemable' option allows the vouchers to be used partially, providing flexibility in how they are redeemed by the members.

#### NEW QUESTION # 46

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