

Salesforce-Loyalty-Management Pass Test Guide, Test Salesforce-Loyalty-Management Discount Voucher



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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">• 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">• 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 (Q58-Q63):

NEW QUESTION # 58

A new promotion named "Summer Sales" within the Loyalty Program will introduce program members to the promotional campaign and send email communication to the qualified members via Marketing Cloud.

Which the customer Data Platform (CDP) package available, which two options will need to be performed within the org to achieve the required action with minimal configuration effort in mind?

- A. Create a new segment within CDP.
- B. "Add Segments" within the "Promotion Segments" section of the "Summer Sales" Promotion
- C. Create a custom report using "Salesforce reports".
- D. Add the Segmented "Loyalty program members" to a new "Campaigns".

Answer: A,B

Explanation:

To introduce program members to the "Summer Sales" promotional campaign and send email communication via Marketing Cloud with minimal configuration effort, the required actions within the org would be:

"Add Segments" within the "Promotion Segments" section of the "Summer Sales" Promotion (A): This action allows for the direct association of specific member segments to the promotion, enabling targeted communication and engagement with minimal effort. Create a new segment within CDP (D): By creating a new segment within the Customer Data Platform (CDP), you can easily define and manage the group of loyalty program members who qualify for the "Summer Sales" promotion. This segment can then be used in conjunction with Marketing Cloud for targeted email campaigns.

Options B and C, involving adding segmented loyalty program members to new campaigns and creating custom reports, are not as directly related to the goal of minimal configuration effort for introducing members to the promotion and communicating via Marketing Cloud.

Salesforce documentation on Loyalty Management, CDP, and Marketing Cloud integration would provide insights into efficiently setting up promotions and communicating with targeted segments of loyalty program members.

NEW QUESTION # 59

The Loyalty Analytics Base App license provides technical Consultants access to Loyalty analytics data with what limitations?

- A. Rows do not have an analysis limit, only licenses do
- B. Administrators can analyze up to 10 million rows
- C. Administrators can analyze up to 25 million rows
- D. Administrators can analyze up to 1 million rows

Answer: B

NEW QUESTION # 60

A Customer Support Manager noticed that the customers support team's performance decreased since the company rolled out the Loyalty Program. The customer Support Agents complain that finding information about the Loyalty Program Member takes a lot of the time.

What is the standard solution to display the information regarding the Loyalty Program Member on the case detail page?

- A. Create a Screen Flow
- B. Create formula fields on Case Object
- C. Embed Loyalty Member Profile Cards
- D. Develop a custom component

Answer: C

Explanation:

To efficiently display information about the Loyalty Program Member on the case detail page, embedding Loyalty Member Profile

Cards is a standard solution. These profile cards are designed to provide a concise and comprehensive view of the member's loyalty information, including membership details, points balance, tier status, and recent transactions, directly within the context of a case. This allows customer support agents to quickly access relevant loyalty information without navigating away from the case record, improving efficiency and enabling better support. Salesforce documentation suggests using embedded components like profile cards to enhance user experience and access to information within record pages.

NEW QUESTION # 61

A company has recently rolled out a Loyalty Program with three tiers. The company decided to offer personalized benefits based on customer behavior.

How will the personalized benefits be display for each Loyalty Program member?

- A. On the Transaction Journal Related List, Linked to Loyalty Program Member
- B. On the Voucher Related List, linked to Loyalty Program member
- C. On the Member Benefit Related List, linked to Loyalty Program Member
- D. On the Loyalty Member Tier Benefit Related List, linked to Loyalty Program Member

Answer: D

NEW QUESTION # 62

A Loyalty Management Consultant recently created a new analytics app, but users cannot access the app.

Which two statement correctly describes hot to grant proper access on the user detail page?

- A. Assign user access to the analytics for Loyalty role.
- B. Assign access by checking CRM analytics plus user
- C. Assign the user the analytics profile for analytics for Loyalty.
- D. Assign user access to permission sets for analytics for Loyalty.

Answer: A,D

Explanation:

To grant users proper access to a newly created analytics app, two steps are required. First, assigning user access to the analytics for Loyalty role ensures that users have the necessary permissions to view and interact with Loyalty-specific analytics content. This role typically encompasses permissions tailored to accessing and analyzing data within the context of the Loyalty Management application.

Second, assigning user access to permission sets for analytics for Loyalty is another way to grant targeted access. Permission sets allow for fine-grained control over user permissions, enabling the Administrator to specify exactly what analytics content a user can access and interact with. By using permission sets, access can be customized to fit the specific needs and roles of different users within the organization.

NEW QUESTION # 63

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