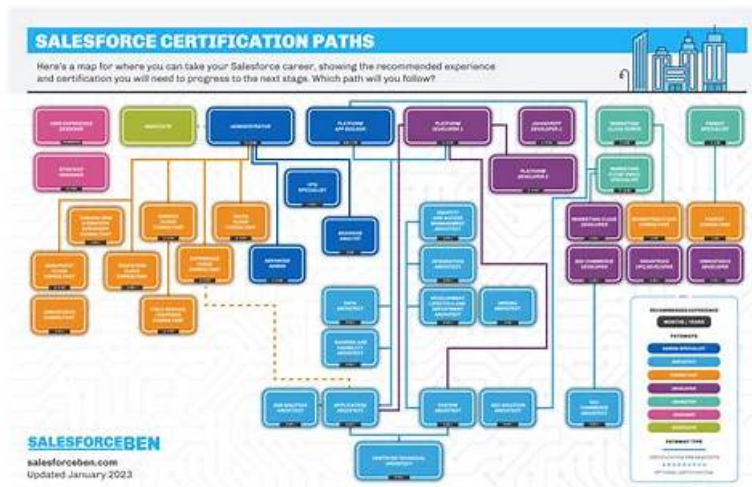


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## Salesforce Loyalty Management Accredited Professional Sample Questions (Q21-Q26):

### NEW QUESTION # 21

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 Benefit Type for the Summer sale campaign where the Benefit Type Name is standard and the Category type is Issue Voucher.
- C. 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.
- D. 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.

**Answer: A,C**

Explanation:

To set up a 10% discount on top of the annual summer sale for loyalty program customers in Salesforce Loyalty Management, the consultant must:

\* 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 (B): This step involves setting up a new promotion specifically for the summer sale, defining it as a standard promotion type, and specifying that the fulfillment action for eligible members will be to issue a voucher, which in this case would be the 10% discount voucher.

\* Create within the Loyalty Experience tab a new voucher definition where the Type Is Discount Percentage and the Expiration Type is fixed Date (D): This step involves defining a new voucher that applies a discount percentage (10% in this case) to purchases, with a fixed expiration date to limit the offer to the summer sale period. This ensures that the promotion is time-bound and encourages members to take advantage of the offer during the sale.

Options A and C involve creating a voucher definition and a benefit type, respectively, but do not align precisely with the steps required to set up a promotion that includes issuing a discount percentage voucher with a fixed expiration date for a specific campaign like the summer sale.

Salesforce Loyalty Management documentation would provide detailed guidance on creating promotions and vouchers, ensuring that loyalty program consultants can effectively design and implement targeted offers to enhance member engagement and sales during key promotional periods.

### NEW QUESTION # 22

A company is designing a new Loyalty Program to reward its members based on purchases and short-term and long-term engagement with the program.

Which two types of currency does Salesforce Loyalty Management offer out-of-the-box that can be configured to accomplish the company's Loyalty Program objectives?

- A. Fixed Model and Activity Model
- B. Fixed Model and Qualifying Points
- **C. Non-Qualifying Points and Qualifying Points**
- D. Non-Qualifying Points and Activity Points

**Answer: C**

Explanation:

Salesforce Loyalty Management offers two types of currency out-of-the-box that can be configured to accomplish the company's objectives for rewarding members based on purchases and engagement:

\* Non-Qualifying Points and Qualifying Points (B): Non-Qualifying Points are typically used for

\* redemption purposes, allowing members to redeem these points for rewards or benefits. Qualifying Points, on the other hand, are often used to determine a member's tier or status within the loyalty program, often based on their purchases or engagement activities. Fixed Model and Activity Model (option A), Activity Points (option C), and Fixed Model in combination with Qualifying Points (option D) are not types of currency offered by Salesforce Loyalty Management. The system specifically uses Non-Qualifying and Qualifying Points to differentiate between points that contribute to tier status and those available for redemption.

Salesforce documentation on Loyalty Management would detail the configuration and use of these currencies within a loyalty program, including how they can be tailored to meet specific program objectives.

### NEW QUESTION # 23

An Administrator needs to analyze the performance of the Loyalty Program.

What Loyalty Analytics permission does a System Administrator need to set up and customize?

- A. CLAAalytics Base Admin
- B. CRM Analytics User
- C. Data Pipeline User
- **D. Loyalty Analytics User**

**Answer: D**

Explanation:

To analyze the performance of the Loyalty Program, a System Administrator needs to set up and customize Loyalty Analytics, which requires the Loyalty Analytics User (A) permission. This permission set enables the administrator to access Loyalty Analytics

features, configure reports, and customize dashboards to analyze various aspects of the Loyalty Program's performance, such as member engagement, tier progression, redemption rates, and more.

Option B (CLAAalytics Base Admin), Option C (Data Pipeline User), and Option D (CRM Analytics User) refer to different aspects of Salesforce analytics and data management, which, while potentially relevant in broader contexts, are not specifically tailored to the setup and customization of Loyalty Analytics within Salesforce Loyalty Management.

Salesforce documentation on Loyalty Management and Analytics would provide guidance on leveraging analytics capabilities to gain insights into Loyalty Program performance, guiding data-driven decision-making and program optimization.

#### NEW QUESTION # 24

Which two actions should an Administrator execute when a tier is changed manually?

- **A. Process Member Benefit Action**
- B. Process Transaction Journals batch job
- **C. Assign Member Tier Benefits Action**
- D. Create a scheduled job to perform tier change.

**Answer: A,C**

Explanation:

When a tier is changed manually in Salesforce Loyalty Management, an Administrator should execute the following two actions:

\* Process Member Benefit Action (A): This action ensures that any benefits associated with the new tier are correctly processed and applied to the member. It's essential for maintaining the integrity of the loyalty program and ensuring members receive the appropriate benefits for their new tier.

\* Assign Member Tier Benefits Action (C): This action assigns the benefits specific to the newly assigned tier to the member. It's crucial for updating the member's benefits to align with their new tier status, ensuring they receive all entitlements associated with their new level.

Creating a scheduled job to perform the tier change (option B) and processing Transaction Journals batch job (option D) are not directly related to the manual tier change process. The focus should be on ensuring that member benefits are correctly assigned and processed in response to the tier change.

Salesforce documentation on Loyalty Management would provide detailed guidelines on managing tier changes, including the actions required to ensure member benefits are correctly updated.

#### NEW QUESTION # 25

A loyalty Program would like to set up a new process where a push notification or email will be sent to the client immediately after a voucher is added to their member account within Salesforce Marketing Cloud.

The notification message will require the "first name" and the "membership number" to personalize the message and, a custom object named

"voucher issued" with the necessary data attributes.

Which option for the entry event should be selected as the preferred implementation approach that can meet the requirements with the least amount of development effort?

- A.
- **B.**
- C.
- D.

**Answer: B**

Explanation:

For the scenario described, where a loyalty program wants to send an immediate notification after a voucher is added to a member's account, the entry event in Salesforce Marketing Cloud needs to trigger off of the creation of a record in Salesforce that contains the necessary data attributes for personalization.

Option C is the most suitable choice because it specifies an entry event based on the "Voucher," "Contact," and "LoyaltyProgramMember" objects. This approach aligns with the requirements because it directly utilizes the "first name" from the Contact object and the "membership number" from the LoyaltyProgramMember object, which are necessary for personalizing the notification message.

Moreover, Option C would likely require the least amount of development effort because it leverages existing Salesforce data and related objects without the need for additional configuration or data extensions. In contrast, other options would require the setup of a data extension or custom objects that may not be directly tied to the triggering event, thereby increasing the complexity and

development effort.

In Salesforce Marketing Cloud, Journey Builder is the tool that would be used to create this customer journey.

It allows for the configuration of entry events based on data changes in Salesforce, such as the addition of a voucher to a member's account. The real-time nature of this trigger is essential for the immediate notification requirement.

According to Salesforce's official documentation, using Salesforce data as the entry source for a journey allows for real-time messaging based on record creation or updates. This means that as soon as a voucher record is created or updated in Salesforce, the entry event can trigger and begin the journey, which will send the personalized notification to the member.

In practice, setting up this entry event in Journey Builder would involve specifying the criteria for the trigger (in this case, the creation of a voucher) and mapping the necessary data fields for personalization. This is consistent with Salesforce's best practices for creating personalized, real-time customer engagements through Journey Builder.

Salesforce's documentation on Journey Builder and real-time event triggers provides further details on how to configure these types of journeys and can be referred to for step-by-step guidance and the latest feature updates.

## NEW QUESTION # 26

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