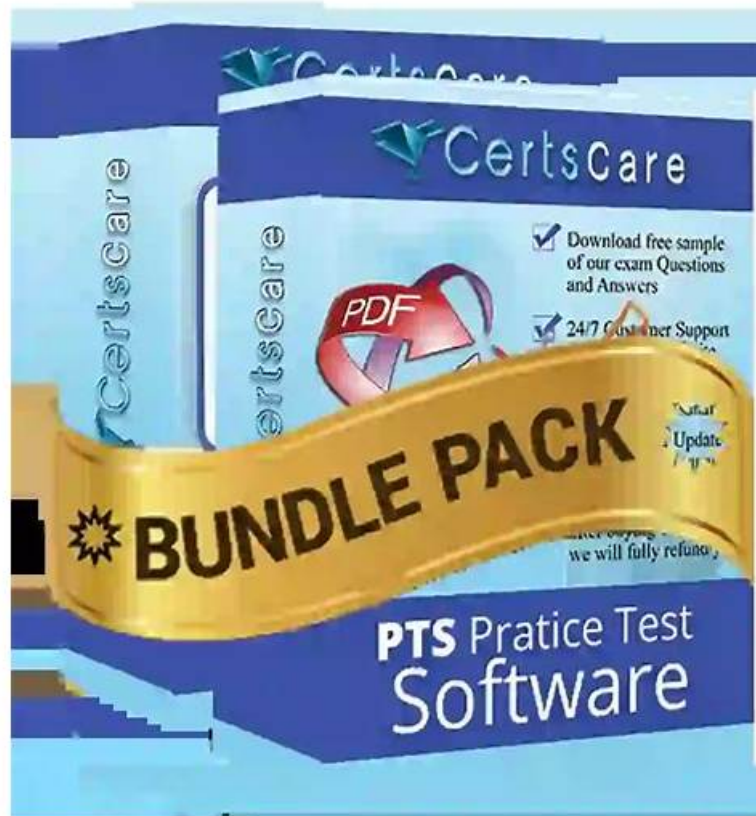


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Salesforce Loyalty Management Accredited Professional Sample Questions (Q20-Q25):

NEW QUESTION # 20

A retailer of sports clothing and accessories is currently looking to roll out a Loyalty Program for its customers and sets up a Loyalty

Program using Salesforce Loyalty Management. The retailer has decided to implement four-tier groups that will be associated with the program.

What are the three necessary attributes that need to be defined when setting up tier groups?

- A. Non-Qualifying Period
- B. Fixed Tier Model
- C. Tier Model
- D. Qualifying period
- E. Tier Period

Answer: C,D,E

Explanation:

When setting up tier groups in Salesforce Loyalty Management for a sports clothing and accessories retailer, the three necessary attributes to define are:

* Qualifying period (A): This defines the time frame within which the members' activities (like purchases or interactions) contribute towards their tier status. It's crucial for determining how member activities are evaluated against tier criteria.

* Tier Period (C): This attribute specifies the duration for which a member remains within a particular tier once qualified, before re-evaluation. It's important for maintaining the tier structure over time and for member expectation management.

* Tier Model (D): This outlines the basis on which the tiers are structured, such as points accrued, spending amount, or other qualifying activities. It forms the foundation of the tier system, dictating how members progress through different levels.

Option B, Fixed Tier Model, is not an attribute but a type of Tier Model. Option E, Non-Qualifying Period, is not a standard attribute required for setting up tier groups in Salesforce Loyalty Management.

Salesforce documentation on Loyalty Management would detail the process of setting up tier groups, including the necessary attributes and considerations for effectively structuring a multi-tiered loyalty program.

NEW QUESTION # 21

A customer from an airline Loyalty program purchases a ticket, which will accrue qualifying and non-qualifying points according to the Loyalty rules.

Which two automations can be used to set up transactions and points accrual?

- A. Autolaunched Flow (No Trigger)
- B. Evaluation Flow
- C. Schedule-Triggered Flow
- D. Screen Flow

Answer: B,C

Explanation:

In the context of Salesforce Loyalty Management, when setting up transactions and points accrual for a customer purchasing a ticket in an airline loyalty program, the appropriate automations are Evaluation Flow and Schedule-Triggered Flow.

* Evaluation Flow: This automation can be set up to evaluate transactions as they occur, applying loyalty program rules to determine if the transaction qualifies for point accrual and, if so, how many points should be awarded. This is crucial for real-time processing and immediate feedback to loyalty program members.

* Schedule-Triggered Flow: This type of automation is used to evaluate transactions on a scheduled basis, which can be daily, weekly, or any other predefined schedule. It is useful for batch processing transactions, such as nightly batch jobs that process all transactions from the day and apply loyalty points accordingly.

The use of Autolaunched Flow (No Trigger) and Screen Flow would not be as appropriate in this scenario.

Autolaunched Flows without a trigger require manual initiation or a programmatic event, which might not be efficient for real-time transaction processing. Screen Flows are interactive and require user input, which is not suitable for automated transaction and points accrual processing.

References to official Salesforce documentation on flows and automation in Salesforce Loyalty Management would provide further insights into how these automations can be set up and utilized effectively.

NEW QUESTION # 22

What are the three steps required to complete integration between Loyalty and B2C Commerce Cloud when using the reference cartridge?

- A. Add Loyalty Management for Commerce Cartridge

- B. Configure Loyalty Program preferences for B2C Commerce Site
- C. Configure connected app named B2C Loyalty Connector
- D. Install Loyalty Management for B2C Commerce Package
- E. Configure connected app named B2C Commerce Loyalty Connector

Answer: A,B,C

Explanation:

To complete the integration between Loyalty and B2C Commerce Cloud using the reference cartridge, the steps required are:

- * Configure Loyalty Program preferences for B2C Commerce Site (A): This involves setting up specific preferences and configurations within B2C Commerce Cloud to align with the Loyalty Program's requirements.
 - * Configure connected app named B2C Loyalty Connector (C): This step involves setting up a connected app within Salesforce to facilitate secure communication and data exchange between Loyalty Management and B2C Commerce Cloud.
 - * Add Loyalty Management for Commerce Cartridge (E): This involves installing the specific cartridge within B2C Commerce Cloud that integrates with Salesforce Loyalty Management, enabling the Commerce site to utilize loyalty program features.
- These steps ensure a seamless integration between Salesforce Loyalty Management and B2C Commerce Cloud, allowing for a unified customer experience across commerce and loyalty program interactions.

NEW QUESTION # 23

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: D

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 # 24

How is Loyalty Management data, including Loyalty Program, Loyalty Tier, and Member Benefits made available in Salesforce CDP?

- A. Configure Loyalty data in the CDP through S3 buckets (Cloud).
- B. Configure Loyalty Management Bundle Data Mappings.
- C. Ensure Loyalty data is enabled and mapped in the CDP daily.
- D. Configure the Loyalty Data Accelerator Package.

Answer: B

Explanation:

Loyalty Management data, including Loyalty Program, Loyalty Tier, and Member Benefits, is made available in Salesforce CDP through Configure Loyalty Management Bundle Data Mappings (D). This approach involves setting up specific data mappings within Salesforce CDP to ensure that data from Loyalty Management is correctly ingested, transformed, and made available within CDP

for further analysis and segmentation.

NEW QUESTION # 25

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