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Salesforce Loyalty Management Accredited Professional Sample Questions (Q37-Q42):

NEW QUESTION # 37

A company has new accrual and redemption partner that they wish to add to its Loyalty program as part of a strategic business partnership.

Once the Administrator selects the loyalty program, which steps should the Administrator take to add new partner to the program?

- A. Enter the program partner name > Associate to a Partner Contact Name > Set program partner type to 'Both' (Accrual and Redemption)
- **B. Enter the program partner name > Associate to an account> Set program partner type to 'Both' (Accrual and Redemption)**
- C. Enter the partner contact name > Associate to a partner Contact Name > Set program type to 'Both' (Accrual and Redemption)
- D. Chose relevant account name to Associate to the program> Set program partner type to 'Both' (Accrual and Redemption)

Answer: B

Explanation:

To add a new accrual and redemption partner to a Loyalty program in Salesforce Loyalty Management, the steps are:

* Enter the program partner name > Associate to an account > Set program partner type to 'Both' (Accrual and Redemption) (A):

This process involves identifying the new partner by name, associating them with a specific account in Salesforce to link their business details, and defining their role in the loyalty program as both an accrual and redemption partner. This ensures that the partner can both award points to members for eligible transactions and redeem points for rewards, enhancing the program's value and appeal to members.

Options B, C, and D offer variations that do not align with the standard process for adding a new partner in Salesforce Loyalty Management. The correct procedure involves associating the partner with an account (not just a contact) and specifying their role in terms of point accrual and redemption to ensure clear and effective partnership management within the program.

Salesforce Loyalty Management documentation provides guidelines on adding and managing program partners, including the steps to integrate new partners effectively, ensuring they contribute positively to the loyalty program's goals and member experiences.

NEW QUESTION # 38

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

Answer: A

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 # 39

Cloud Kicks has tasked its Loyalty Consultant with setting up its new Loyalty Management platform. The business requirement is to create personalized experiences across its customer journey.

Which solution should the Loyalty Consultant utilize to create personalized customer experiences?

- A. Salesforce Sales Cloud
- B. Salesforce Order Management System
- **C. Salesforce Marketing Cloud**
- D. Salesforce Slack

Answer: C

Explanation:

To create personalized experiences across Cloud Kicks' customer journey, the Loyalty Consultant should utilize Salesforce

Marketing Cloud (B). Marketing Cloud provides a comprehensive suite of marketing tools designed to create personalized customer journeys, segment audiences, and deliver targeted content and communications. Leveraging Marketing Cloud's capabilities in conjunction with Loyalty Management allows for the creation of highly personalized and engaging experiences for loyalty program members, enhancing customer satisfaction and loyalty.

NEW QUESTION # 40

A new segment in Customer Data Platform (CDP) will be used for sending notification emails to members with the following requirements: - The mail is sent on the first day of the month to the members that will have their membership expire at the end of the same month, starting from the 1st of April to 30th of June
- member's expiry-date are standardized to the last day of the month.

Which two configuration options below should be used for the new segment to fulfill this segmentation requirement?

- A. In the Segmentation Rule, Use "LoyaltyProgramMember" as the Direct object, > Operator: "This Month" for the "Membership Expiry Date" attribute.
- B. In "Segment Property", set "Publish Schedule" to "Don't Refresh".
- C. In the Segmentation Rule, Use "LoyaltyProgramMember" as the Direct object, > Operator: "Next Number of days" = 30 for the "Membership Expiry Date" attribute.
- D. In "Segment Property," set "Publish Schedule" to "24 hours" and the appropriate "Start Date" and "End Date"

Answer: A,D

Explanation:

For this segmentation requirement, the key is to identify members whose membership will expire at the end of the current month and to ensure the segment is refreshed daily within the specified date range.

* Option B is correct because using "This Month" for the "Membership Expiry Date" attribute will accurately segment members whose memberships expire at the end of the current month.

* Option D is also correct because setting the "Publish Schedule" to "24 hours" ensures the segment is refreshed daily, capturing new members meeting the criteria as the month progresses. The "Start Date" and "End Date" should be set from the 1st of April to 30th of June to match the requirement.

* Option A is not suitable because "Don't Refresh" would prevent the segment from updating daily, which is necessary to capture new members as their membership expiry dates become relevant.

* Option C using "Next Number of days" = 30 might incorrectly include members whose memberships expire in the next 30 days from the current date, not specifically at the end of the current month.

NEW QUESTION # 41

What three types of vouchers can be configured in Loyalty Management?

- A. Discount Percentage
- B. Product or Service
- C. Promo Code
- D. Fixed Value
- E. Gift Card

Answer: A,C,D

Explanation:

In Salesforce Loyalty Management, the types of vouchers that can be configured include:

* Promo Code (A): This voucher type allows members to redeem a code for a specific offer or discount, typically used in marketing promotions and online purchases.

* Discount Percentage (B): This type of voucher provides a percentage-based discount on products or services, offering flexibility in creating varied promotional offers for loyalty program members.

* Fixed Value (C): Fixed Value vouchers offer a specific monetary value that can be applied as a discount or credit towards purchases, providing a straightforward benefit to loyalty program members.

The option D, "Gift Card," and E, "Product or Service," while potentially part of a loyalty program's offerings, are not classified as voucher types within the standard configurations of Salesforce Loyalty Management.

Vouchers are typically used for discounts or special offers rather than representing a stored monetary value or specific products/services.

The Salesforce Loyalty Management documentation would include detailed information on configuring and managing different types of vouchers, ensuring that loyalty program administrators can effectively create and offer a variety of benefits to meet their program's

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