

Salesforce-Loyalty-Management学習範囲 & Salesforce-Loyalty-Managementコンポーネント



さらに、JPTestKing Salesforce-Loyalty-Managementダンプの一部が現在無料で提供されています：https://drive.google.com/open?id=1yqn7IU_hEGiHB0IVwT-zG3ONVmQ7yst

当社JPTestKingのソフトウェアを練習するには20〜30時間しかかからず、試験に参加できます。Salesforce-Loyalty-Management学習の質問を学ぶのに時間を費やす必要はありません。また、毎日Salesforce-Loyalty-Managementガイド急流を学ぶのに数時間しかかかりません。Salesforce-Loyalty-Management試験の質問は効率的であり、Salesforce-Loyalty-Management試験に簡単に合格できることを保証できます。しかし、当社のSalesforce-Loyalty-Management試験トレントを購入すると、時間と労力を節約でき、他のことをするための時間を節約できます。

Salesforce Salesforce-Loyalty-Management 認定試験の出題範囲：

トピック	出題範囲
トピック 1	戦略と設計:Salesforce パートナーは、ロイヤルティ管理が顧客のビジネス ニーズ、プロセス、データ要件、プログラム パラメータとどのように連携するかを学びます。このセクションでは、適切なロイヤルティ アーキテクチャの特定、ポイントと引き換えプロセス、特典の種類、プロモーション ライフサイクルの定義について説明します。ロイヤルティ管理を実装するためのベストプラクティスも取り上げ、実際のシナリオに実際に適用できるようにします。
トピック 2	継続的なロイヤルティ管理:このセクションでは、Salesforce パートナーが実装後にロイヤルティ ソリューションを維持および最適化できるようにします。トピックには、分析とダッシュボードの活用、サンドボックスから本番への移行、ロイヤルティ キャンペーンの管理、モバイル アプリ機能の活用、サービス関連の問題の解決などが含まれます。
トピック 3	ロイヤルティプログラムとプロセスの構成: このセクションでは、ロイヤルティプログラムの基本機能と高度な機能の構成に焦点を当てます。Salesforce パートナーは、このトピックで階層モデル、メンバーとパートナーの管理、顧客インセンティブ、体験機能の構成方法を学習します。サブトピックには、Experience Cloud テンプレートを使用したプロモーション、資格ルール、パーソナライズされたロイヤルティ ページの定義も含まれます。複雑な処理ルール、ユーザー アクセス モデル、分析ダッシュボードを構成することで、Salesforce パートナーは、スケーラブルで顧客中心のロイヤルティ ソリューションを提供する専門知識を身に付けることができます。
トピック 4	統合:シームレスなロイヤルティ管理エクスペリエンスを実現するには、統合が不可欠です。このトピックでは、Salesforce パートナーが API テンプレートとエンドポイントを使用して、Marketing Cloud、Commerce Cloud、Service Cloud、Salesforce CDP、および外部システムを統合するための戦略を決定します。

Salesforce Salesforce-Loyalty-Management コンポーネント & Salesforce-Loyalty-Management 勉強時間

SalesforceのSalesforce-Loyalty-Management認定試験を除いて、最近非常に人気がある試験はまたSalesforce、Cisco、IBM、SAPなどの様々な認定試験があります。しかし、もしSalesforce-Loyalty-Management認証資格を取りたいのなら、JPTestKingのSalesforce-Loyalty-Management問題集はあなたを願望を達成させることができます。試験の受験に自信を持たないので諦めることをしないでください。JPTestKingの試験参考書を利用することを通して自分の目標を達成することができますから。Salesforce-Loyalty-Management認証資格を入手してから、他のIT認定試験を受験することもできます。JPTestKingの試験問題集を手にとると、どのような試験でも問題ではありません。

Salesforce Loyalty Management Accredited Professional Exam 認定 Salesforce-Loyalty-Management 試験問題 (Q83-Q88):

質問 # 83

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

正解: C

解説:

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.

質問 # 84

A Marketing Manager is trying to find a dashboard that shows a reward programs progress but does not see any reports or dashboards with this information.

What does an Administrator need to do to present Loyalty Program data to the Marketing Manager?

- A. Create a permission set to run reports and assign it to marketing users.
- **B. Enable CRM Analytics and create a Loyalty app.**
- C. Search Salesforce AppExchange for Loyalty Analytics apps.
- D. Modify the Marketing user profile to include permission to run reports.

正解: B

解説:

To present Loyalty Program data to the Marketing Manager, an Administrator needs to enable CRM Analytics and create a Loyalty app within it. CRM Analytics (formerly Einstein Analytics) allows for the creation of custom analytics apps that can visualize and analyze data from various sources, including Salesforce Loyalty Management. By creating a Loyalty app within CRM Analytics, the Administrator can design dashboards and reports specifically tailored to the needs of the Marketing Manager, providing insights into the reward program's progress and effectiveness.

質問 # 85

An Administrator must configure a tier point reset for a Loyalty Program to occur once every two years. Which two settings does the Administrator need to consider in this scenario?

- A. The currency type field must correspond to non-qualifying.
- B. The Loyalty tier group field is populated.
- C. The qualifying point reset date, period, and frequency are set on the tier group.
- D. The Currency type field must correspond to qualifying.

正解: C、 D

解説:

Explanation

The two settings that the Administrator needs to consider in this scenario are:

- * B. The qualifying point reset date, period, and frequency are set on the tier group. This setting determines when and how often the qualifying points are reset for all members in the tier group. For example, if the qualifying period is set to two years and the frequency is set to yearly, then the points are reset every year after two years of enrollment¹.
- * C. The Currency type field must correspond to qualifying. This setting ensures that the tier group uses the same currency type as the loyalty program for tier assessment. For example, if the loyalty program uses qualifying points for tier assessment, then the tier group must also use qualifying points as the currency type².

質問 # 86

Universal Containers (UC) plans to implement Salesforce Loyalty Management for a new Loyalty program; however, its operations team remains skeptical about the Loyalty solutions, such as rules, processes, and benefit types.

Which option should UC consider when planning its implementation to ensure staff is helping to boost adoption and engagement?

- A. Define a strategy led by marketing and involving the finance team.
- B. Define a company-wide initiative, including an operations team.
- C. Describe the initiative to the Chief Marketing Officer team for their approval
- D. Define a strategy led by marketing and involving the analytics team.

正解: B

解説:

To ensure staff buy-in and boost adoption and engagement with the new Loyalty Program, Universal Containers should:

D: Define a company-wide initiative that includes the operations team. Engaging all relevant departments from the outset ensures a holistic approach to the implementation and addresses concerns and skepticism by involving those who will be directly impacted by the new Loyalty solutions.

質問 # 87

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

正解: C、 D

質問 # 88

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P.S. JPTestKingがGoogle Driveで共有している無料かつ新しいSalesforce-Loyalty-Managementダンプ: https://drive.google.com/open?id=1yqn7IU_hEGiHBOIVtWt-zG3ONVmq7yst