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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"> • 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.
Topic 4	<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.

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

NEW QUESTION # 37

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

Answer: D

Explanation:

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.

NEW QUESTION # 38

A company's Marketing Team needs to set up a promotion and use Promotion Market Segments where members of a specific age range and with expressed preferences will benefit from this promotion.

What is the recommended solution for the team to set up the Promotion Market Segments?

- A. Salesforce Marketing Cloud
- **B. Salesforce Customer Data Platform**
- C. Custom coded solution
- D. Salesforce Reports and Dashboards

Answer: B

Explanation:

To set up Promotion Market Segments for members within a specific age range and with certain preferences, the recommended solution is:

D: Salesforce Customer Data Platform (CDP), which allows for the creation of detailed segments based on a wide range of criteria, including demographic data and expressed preferences.

NEW QUESTION # 39

An Administrator uses Analytics for Loyalty to develop an InApp-Dashboard showing top and bottom agent performers on the Loyalty call center.

Which dashboard readily available through the Analytics Studio tool can be used to track agents' performance based on the number of members assisted, customer satisfaction scores, and modifications?

- A. Team Performance Dashboard
- B. Member Services Manager Home Dashboard
- C. Loyalty Member Services Dashboard
- D. Program Manager Home Dashboard

Answer: C

Explanation:

To develop an InApp-Dashboard showing top and bottom agent performers in the Loyalty call center, the most suitable dashboard available through the Analytics Studio tool is the:

Loyalty Member Services Dashboard (D): This dashboard is designed to track the performance of agents interacting with loyalty program members, including metrics like the number of members assisted, customer satisfaction scores, and modifications made by agents. It provides insights into agent performance and service quality in the context of loyalty member services.

The Program Manager Home Dashboard (option A), Member Services Manager Home Dashboard (option B), and Team Performance Dashboard (option C) may contain relevant metrics but are not specifically tailored to tracking individual agent performance in the context of loyalty member services.

Salesforce documentation on Analytics for Loyalty would provide information on available dashboards and their intended use cases, including how to customize and leverage them for specific analytical needs, such as tracking call center agent performance.

NEW QUESTION # 40

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

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

Answer: B,D,E

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 goals and member needs.

NEW QUESTION # 41

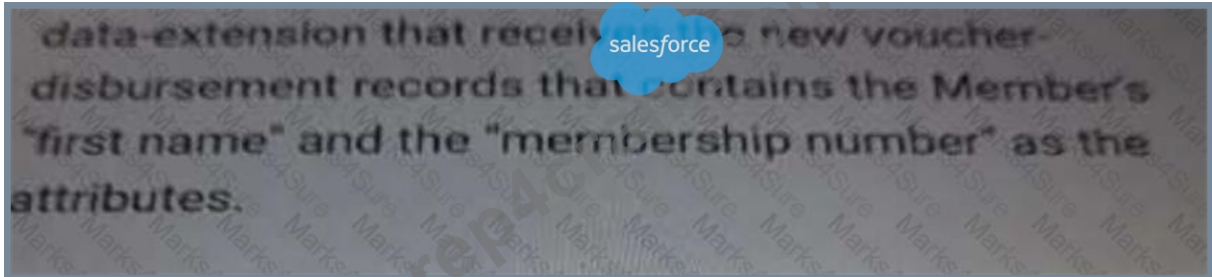
A loyalty Program would like to set up a new process where a push notification or email will be sent to the client immediately after a voucher is added to their member account within Salesforce Marketing Cloud.

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.

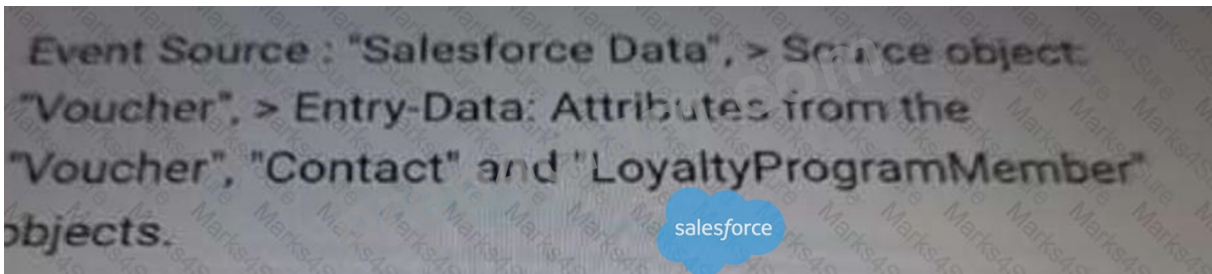
Which option for the entry event should be selected as the preferred implementation approach that can meet the requirements with the least amount of development effort?

- A.



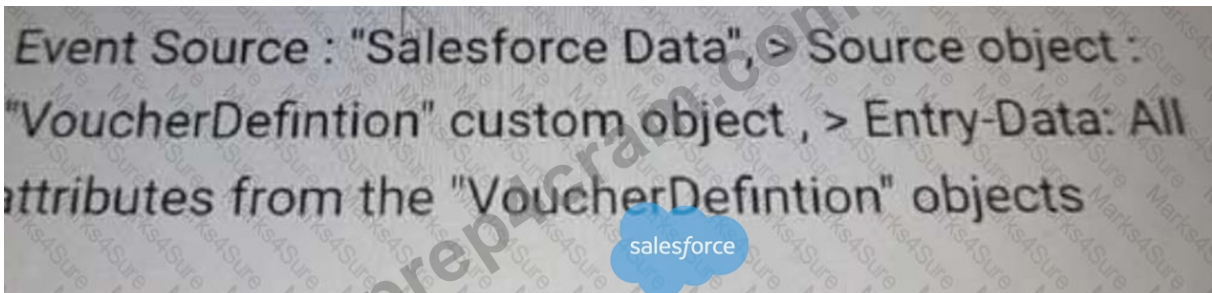
data-extension that receives new voucher-disbursement records that contains the Member's "first name" and the "membership number" as the attributes.

- B.



Event Source : "Salesforce Data", > Source object: "Voucher", > Entry-Data: Attributes from the "Voucher", "Contact" and "LoyaltyProgramMember" objects.

- C.



Event Source : "Salesforce Data", > Source object : "VoucherDefintion" custom object , > Entry-Data: All attributes from the "VoucherDefintion" objects

- D.



Event Source : "Salesforce Data", > Source object : "VoucherDefintion" custom object , > Entry-Data: All attributes from the "VoucherDefintion" objects

Answer: A

NEW QUESTION # 42

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