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## Salesforce Loyalty Management Accredited Professional Sample Questions (Q87-Q92):

### NEW QUESTION # 87

A company has recently rolled out a Loyalty Program with three tiers. The company decided to offer personalized benefits based on customer behavior.

How will the personalized benefits be display for each Loyalty Program member?

- A. On the Transaction Journal Related List, Linked to Loyalty Program Member
- **B. On the Member Benefit Related List, linked to Loyalty Program Member**
- C. On the Voucher Related List, linked to Loyalty Program member
- D. On the Loyalty Member Tier Benefit Related List, linked to Loyalty Program Member

**Answer: B**

Explanation:

Personalized benefits for each Loyalty Program member can be displayed On the Member Benefit Related List, linked to Loyalty Program Member (B). This related list can be configured on the Loyalty Program Member page layout to show the specific benefits

that a member is entitled to, based on their tier and personalized criteria. This setup allows for a clear and organized display of benefits, making it easy for members and administrators to understand the perks associated with each member's status.

### NEW QUESTION # 88

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

**Answer: A,D**

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 # 89

A Loyalty Manager would like to set up an email-send process in Salesforce Marketing Cloud (SMC) that needs to inform the member via email immediately once a tier change has been applied. The company is using Marketing Cloud Connect.

A solution was proposed to draft a design using a journey process to send the notification email and a new custom object named "Member TierUpdate\_c" that stores the members that are qualified for a tier upgrade.

Which data source options within the journey should a Consultant use to fulfill this design?

- A. "Data-Extension" as the Entry Source, "LoyaltyProgramTier"
- B. "Salesforce Data" as the Entry Source, "LoyaltyMember Tier"
- C. "Salesforce Data" as the Entry Source, "Loyalty ProgramMember" object as the datasource
- D. "Salesforce Data" as the Entry Source, "Contact" object as the data-source

**Answer: B**

Explanation:

For integrating a custom object "Member TierUpdate\_c" with a journey in Salesforce Marketing Cloud for real-time tier change notifications, the correct data source option is:

\* Option D "Salesforce Data" as the Entry Source, with the custom object "Member TierUpdate\_c" as the data source. This option allows for real-time triggering of journeys in Marketing Cloud based on updates to Salesforce records, in this case, the "Member TierUpdate\_c" object which tracks tier upgrades.

\* Options A and B do not correctly target the custom object designed to track tier changes.

\* Option C, using a "Data-Extension," would not provide the real-time integration needed for immediate email notifications upon tier changes.

### NEW QUESTION # 90

The Loyalty Administrator for Northern Trail Outfitters (NTO) defines Basic and Premium as the two Tiers for its Insider program.

They want to define a free product sample for all members in Premium Tier.

How does NTO configure tiers within the Loyalty Program to give vouchers for members in the Premium Tier?

- A. Voucher Management; Benefits Setup (in Program console); Benefit Action to process benefits
- B. Voucher Management and Benefit Action
- C. Voucher Management and Benefits Setup
- **D. Voucher Management; Benefits Setup (in Program console); Benefit Action to define downstream actions and FLOW - Benefit action for orchestration**

**Answer: D**

Explanation:

To configure tiers within the Loyalty Program at Northern Trail Outfitters (NTO) for giving vouchers to members in the Premium Tier, the configuration involves Voucher Management; Benefits Setup (in Program console); Benefit Action to define downstream actions and FLOW - Benefit action for orchestration (C). This comprehensive approach allows for the creation and management of vouchers as benefits associated with the Premium Tier, the setup of these benefits within the Loyalty Program console to specify the conditions and entitlements, and the use of Salesforce Flow for orchestrating the process of issuing vouchers to qualifying members. This method ensures that vouchers are systematically managed, associated with the correct tier and member eligibility criteria, and efficiently distributed to members through automated processes, enhancing the value and appeal of the Premium Tier.

Salesforce documentation on Loyalty Management would detail the steps for setting up and managing tier-based benefits, including the use of Voucher Management and Flow for effective benefit administration and member engagement.

#### NEW QUESTION # 91

An upset customer calls Universal Containers about the free t-shirt they were supposed to receive when enrolling in its program. The support agent verifies that the t-shirt is out of stock and decides to compensate the customer with a 50% discount valid for one year. What should the agent do to ensure the customer receives the 50% discount?

- A. Assign a voucher definition from the customer's Loyalty Program Member.
- B. Use Issue voucher from the Loyalty Program Member page.
- C. Activate the voucher assignment batch.
- **D. Use the "issue Voucher" flow template.**

**Answer: D**

Explanation:

When a support agent needs to compensate a customer with a 50% discount for an out-of-stock item, such as the free t-shirt in this scenario, the best course of action within Salesforce Loyalty Management is to use the "Issue Voucher" flow template (A).

\* Use the "Issue Voucher" flow template: This flow template is designed to streamline the process of issuing vouchers directly to loyalty program members. It allows for the customization of the voucher's value, conditions, and validity, making it an ideal solution for offering a 50% discount valid for one year to the upset customer.

\* The options B, C, and D, such as activating the voucher assignment batch, issuing a voucher from the Loyalty Program Member page, or assigning a voucher definition from the customer's Loyalty Program Member page, are not as straightforward or appropriate for this specific customer service scenario. The

"Issue Voucher" flow template is explicitly designed for such cases, providing a guided, efficient, and customer-centric approach to voucher issuance.

The official Salesforce documentation on Loyalty Management provides detailed instructions and best practices on using flow templates, including the "Issue Voucher" flow, to enhance customer experience and satisfaction within a loyalty program.

#### NEW QUESTION # 92

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