2026 Salesforce The Best AP-212: Loyalty Management Accredited Professional Exam Introduction

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Salesforce Loyalty Management Accredited Professional Sample Questions (Q88-Q93):

NEW QUESTION # 88
A Consultant needs to design a new tier-upgrade process for a new Loyalty Program. The custom object to store the qualified members and a batch job is identified for this process.
Which two components should the Consultant select for this process?

- A. A flow to perform both tier-upgrade rule and tier-upgrade orchestration process
- B. A flow to perform the tier-upgrade rule and another flow to perform the tier-upgrade orchestration process
- C. A flow to schedule and process the custom object's pending records and another flow to perform tier-upgrade

orchestration process
- D. A data-processing-engine (DPE) to identify the qualified members

Answer: B,D

Explanation:
For designing a new tier-upgrade process in a Loyalty Program, the Consultant should select:
* A flow to perform the tier-upgrade rule and another flow to perform the tier-upgrade orchestration process (C): This approach allows for the separation of concerns, where one flow is responsible for evaluating whether members meet the criteria for a tier upgrade, and another flow is responsible for the actual process of upgrading the member's tier. This modular design improves maintainability and scalability.
* A data-processing-engine (DPE) to identify the qualified members (D): The DPE can efficiently process large sets of member data to identify those who qualify for a tier upgrade based on the program's criteria. This component is crucial for automating the tier-upgrade process at scale, especially in programs with a significant number of members.
Option A combines both processes into a single flow, which could become complex and harder to maintain.
Option B suggests using a single flow for scheduling and processing, which might not offer the required flexibility and efficiency for handling complex tier-upgrade criteria and orchestration.
Salesforce documentation on Loyalty Management provides guidelines on leveraging Flow and DPE for automating and orchestrating various loyalty program processes, including tier upgrades.

NEW QUESTION # 89
A hotel group has finished setting up its Loyalty program and now wants to provide its Loyalty members with live updates about their program membership. They are looking for a solution that lets members view their membership details whenever they want to, and expect that this can be implemented without a need for complex customization.
Using the available product features of Loyalty Management. Which three tasks should an Administrator implement to meet the Hotel group's requirements?

- A. Associate the site with the new Hotel Group Loyalty Program using API integration endpoints
- B. Associate the site with the new Hotel Group Loyalty Program
- C. Create a site using the Experience Cloud site template called the Loyalty Member Portal
- D. Connect the website to the hotel's payment gateway
- E. Add Loyalty lightning components to the site that show members their Loyalty program details, points balance, recent transactions, and currently assigned tiers.

Answer: B,C,E

Explanation:
To provide live updates to Loyalty members about their program membership, the following tasks should be implemented:
* Associate the site with the new Hotel Group Loyalty Program: This task involves linking the hotel's loyalty program with their website, allowing for seamless access to loyalty program details for members1.
* Create a site using the Experience Cloud site template called the Loyalty Member Portal: Salesforce provides a specialized site template within Experience Cloud specifically designed for loyalty programs. This template, known as the Loyalty Member Portal, is tailored to display loyalty program details, points balance, recent transactions, and tier information2.
* Add Loyalty lightning components to the site: By adding Lightning components to the site, members can view their loyalty program details, points balance, recent transactions, and current tier assignments in real-time. These components are designed to provide a comprehensive overview of a member's status within the loyalty program without the need for complex customizations2.
These steps will ensure that members can view their membership details at their convenience, fostering greater engagement and satisfaction with the hotel group's Loyalty program.

NEW QUESTION # 90
The VP of Loyalty Technology at ABC Corp. wants to launch a new Loyalty program with minimal development time. However, its current Loyalty engine requires several complex system integrations with its marketing and customer service platforms. A Technical Consultant is brought in to assess the company's business requirements and recommend a feasible solution to deliver the desired Loyalty program for its customers.
Which two seamless integrations within the Salesforce ecosystem, does
Salesforce Loyalty Management offer that can be easily enabled by the Technical Consultant to meet the customer's business requirement?

- A. Third-party Customer Data Platform (CDP)

- B. Salesforce Marketing Cloud
- C. Supplier and Partner Ecosystem
- D. Salesforce Service Cloud

Answer: B,D

Explanation:
Salesforce Loyalty Management offers seamless integrations within the Salesforce ecosystem that can be easily enabled to meet ABC Corp.'s business requirements for launching a new Loyalty program, including:
* Option A: Salesforce Service Cloud, which can be integrated to manage customer service interactions and inquiries related to the Loyalty Program, enhancing the overall customer experience.
* Option D: Salesforce Marketing Cloud, which allows for the creation and management of targeted marketing campaigns to engage Loyalty Program members, promote rewards, and encourage participation.

NEW QUESTION # 91
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 Loyalty Member Tier Benefit Related List, linked to Loyalty Program Member
- D. On the Voucher 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 # 92
What are the three steps required to complete integration between Loyalty and B2C Commerce Cloud when using the reference cartridge?

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

Answer: A,B,D

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 # 93
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