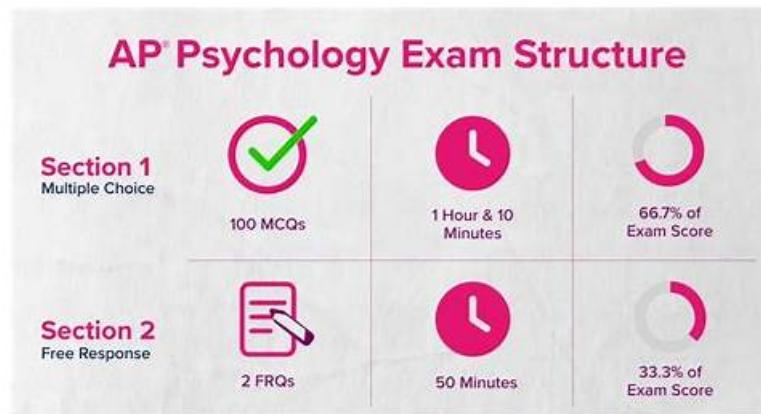


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## Salesforce Loyalty Management Accredited Professional Sample Questions (Q28-Q33):

### NEW QUESTION # 28

A hotel group has implemented a Loyalty Member Portal for its program members, but some members are experiencing issues accessing their Loyalty Program-specific records on the portal.

What should an Administrator do to ensure the Loyalty members can access Loyalty record information when using the portal?

- A. For the Loyalty Member, 'Enable Customer User' on the Contact or 'Enable Partner User' on the Account
- B. Using Experience Cloud sharing sets, specify Account as the object of your sharing set
- C. Ensure the Allow using standard external profiles for self-registration, user creation, and login' is enabled
- D. Ensure the 'Allow using customer profiles for self-registration, user creation, and login' is enabled
- E. In the Partner Account record, 'Enable Customer User' on the Contact associated

**Answer: A,B**

Explanation:

To ensure Loyalty members can access their program-specific records on the Loyalty Member Portal, an Administrator should:  
\* Using Experience Cloud sharing sets, specify Account as the object of your sharing set (A): Sharing sets in Experience Cloud allow you to define access rules for external users based on their relationship to records in Salesforce. Specifying Account as the object in a sharing set can enable portal users to access their Loyalty Program information if their portal user account is linked to their Account record in Salesforce.

\* For the Loyalty Member, 'Enable Customer User' on the Contact or 'Enable Partner User' on the Account (D): Enabling a

Customer or Partner User on the Contact or Account associated with the Loyalty Member allows that individual to access the portal. This step is crucial for granting Loyalty Program members the ability to log in and view their Loyalty Program-specific information.

Options B and C, while related to portal access and user setup, do not directly address the specific requirement of accessing Loyalty Program information. Option E is also relevant but more focused on enabling self-registration and user creation/login processes rather than directly impacting access to Loyalty record information.

Salesforce documentation on Experience Cloud and Loyalty Management would provide guidance on setting up and configuring access for Loyalty Program members to view their information on a member portal, ensuring a seamless user experience.

### NEW QUESTION # 29

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

**Answer: A**

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 # 30

A Loyalty Program Manager has proposed a new promotion with the following redemption requirements on their non-qualifying points for the two respective tiers.

\* for Gold-tier members, a single non-qualifying point is equal to \$2 if the total purchase value is \$200 or more.

\* for Gold-tier members, a single non-qualifying point is equal to \$1 if the total purchase value is less than \$200.

\* for Gold-tier members, a single non-qualifying point is equal to \$1, irrespective of the total value of the purchase.

Considering the above requirements, which three redemption rule options should be selected for the proposed promotion?

- A. "Blue" tier member with any transaction amount is  $\leq$  \$200, then "Outcome": non-qualifying point deduction = transaction amount.
- B. "Gold" tier member with the transaction amount is  $\geq$  \$200, then "Outcome": tier-qualifying multiplier = 2
- C. **"Gold" tier member with the transaction amount is  $\geq$  \$200, then "Outcome": non-qualifying point deduction = transaction amount / 2.**
- D. **"Blue" tier member with any transaction amount, then "Outcome": non-qualifying point deduction = transaction amount.**
- E. **"Gold" tier member with the transaction amount is  $\geq$  \$200, then "Outcome": non-qualifying point deduction = transaction amount.**

**Answer: C,D,E**

### NEW QUESTION # 31

A total group wants to implement a Loyalty program that gives its members points based on the numbers of nights per stay each time members visit one of its hotels.

Once a customer reaches 1000 points, members can redeem points with any hotel within the hotel group. The points can be converted to cover the cost of one night's stay on the next visit. The hotel group hopes this incentive will encourage its members to book more frequently, increasing revenue.

Which type of currency should a Loyalty Consultant use to set up the Loyalty program to accomplish the hotel group's goals?

- A. Non-Qualifying Points
- B. Qualifying Points
- C. Tier Qualifying Points
- D. Non-Qualifying and Qualifying Points

**Answer: A**

Explanation:

To accomplish the hotel group's goals, a Loyalty Consultant should use Non-Qualifying Points as the currency type for the Loyalty program. Non-Qualifying Points are ideal for rewards that do not contribute to tier progression but can be redeemed for benefits, such as a free night's stay. This setup allows members to earn points based on their stays, which can then be redeemed for rewards within the hotel group, encouraging more frequent bookings and enhancing member loyalty.

**NEW QUESTION # 32**

An airline's Loyalty program offers several ways to accrue points, including:

- \* Enrollment Bonus
- \* Member Referral
- \* Flight Purchase
- \* Additional information on the member profile.

The Salesforce Administrator must classify the different accrual transaction journals. What should the administrator configure to meet these requirements?

- A. Create a custom field on Loyalty Ledger object
- B. **Create a Journal Type for each case.**
- C. Create a Journal Subtype for each case.
- D. Create a custom field on transaction journal object

**Answer: B**

Explanation:

To classify the different accrual transaction journals based on the various ways members can accrue points, the Salesforce Administrator should create a Journal Type for each case (e.g., Enrollment Bonus, Member Referral, Flight Purchase, Additional Profile Information). Journal Types in Salesforce Loyalty Management are used to categorize transaction journals according to the nature of the transaction, allowing for organized tracking and reporting of different types of point accrual activities. This configuration facilitates clear differentiation and management of the diverse ways in which members can earn points within the Loyalty Program

**NEW QUESTION # 33**

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