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Salesforce Loyalty Management Accredited Professional Sample Questions (Q91-Q96):

NEW QUESTION # 91
Northern Trail Outfitters an online clothing store has recently enabled the Loyalty Program. Which objects count toward data storage capacity?

- A. Person Account, Loyalty Ledgers, Cases, Loyalty Program Currency

- B. Person Account, Email Messages, Transaction Journals, Loyalty Member Currency
- C. Person Account, Loyalty Member Tier, Orders, Loyalty Program Members
- D. Person Account, Orders, Loyalty Program Members, Transaction Journals

Answer: D

Explanation:
In Salesforce, objects that count toward data storage capacity include Person Account, Orders, Loyalty Program Members, Transaction Journals (A). These objects are essential components of a Loyalty Program and each record created within these objects occupies space in Salesforce's data storage. Person Accounts and Orders are standard Salesforce objects, while Loyalty Program Members and Transaction Journals are custom objects introduced by the Loyalty Management application, all contributing to the overall data storage usage.

NEW QUESTION # 92
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 "Product" option and map the green soda to the partner
- B. Choose "Category" option and map the Chocolate cookies to the partner.
- C. Add the partner in the lookup on the snack product
- D. Add the partner in the Lookup on the Chocolate cookie product.

Answer: A,D

Explanation:
To associate the new products with their respective partners within the loyalty partner product section, the Administrator should take two steps. For the Chocolate cookies linked with the snack category, the Administrator should add the partner in the Lookup on the Chocolate cookie product. This directly associates the product with the specific partner responsible for the snack category. Similarly, for the Green soda from the beverage importer, the Administrator should choose the 'Product' option and map the Green soda to the partner. This step ensures that the beverage product is correctly associated with the beverage importer, maintaining accurate and organized tracking of partner products within the Loyalty Program. These configurations facilitate seamless management and representation of partner products within the program, enhancing the clarity and efficiency of partner product associations.

NEW QUESTION # 93
A company has recently rolled out a Loyalty Program. The customer support agents need to manually adjust the points for Loyalty Program Members.
On which three Loyalty pages will customer support agents be able to adjust points?

- A. Contact page
- B. Transaction Journal
- C. Account page
- D. Loyalty Program Member Related List
- E. Loyalty Program Member page

Answer: B,D,E

Explanation:
Customer support agents can manually adjust points for Loyalty Program Members on the following pages:
* Loyalty Program Member page (A): This is the primary interface for viewing and managing individual loyalty program members, including adjusting their points as needed.
* Loyalty Program Member Related List (B): This related list, found on related records such as accounts or contacts, provides access to loyalty program member information, including point adjustments.
* Transaction Journal (C): The Transaction Journal records all point transactions for loyalty program members, allowing customer support agents to make manual adjustments to points as necessary.

Options D (Account page) and E (Contact page) may provide indirect access to loyalty program member information but are not the primary interfaces for adjusting loyalty program points.

Salesforce documentation on Loyalty Management would detail the interfaces and processes for managing loyalty program members' points, including the roles and permissions required for customer support agents to make adjustments.

NEW QUESTION # 94

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. Supplier and Partner Ecosystem
- B. Salesforce Marketing Cloud
- C. Salesforce Service Cloud
- D. Third-party Customer Data Platform (CDP)

Answer: B,C

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 # 95

Universal Containers (UC) has defined a points-based Loyalty Program, and the Loyalty members must receive an email with the point balance every time it is updated.

What should the Salesforce Administrator set up to enable a real-time currency model?

- A. Create a Flow to update the Points Balance field
- B. Non-Qualifying Points updates happen in real-time by default
- C. Enable Real-Time Update of Non-Qualifying Points Balance
- D. Enable Real-Time Update of Qualifying Points Balance

Answer: D

Explanation:

To enable real-time updates of point balances in a points-based Loyalty Program, the Salesforce Administrator should:

* Option B "Enable Real-Time Update of Qualifying Points Balance." This feature ensures that any changes to a member's qualifying points balance are immediately reflected, allowing for real-time communication of point updates.

NEW QUESTION # 96

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