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Salesforce Loyalty Management Accredited Professional Sample Questions (Q61-Q66):

NEW QUESTION # 61

The Loyalty Administrator for Northern Trail Outfitters (NTO) Insider program defines tier groups - Status Tier Group with a Fixed Model and Period of one year. The three tiers are defined - Silver (base), Gold (next tier), and Platinum (the highest tier).
Qualifying Points reset date is set at December 31,2022, with a frequency of one year.
Extend Expiration for this tier group is Qualifying Points Reset Date.
A member joins NTO Insider in the Silver tier and, after a year of engagement, gets upgraded to the Gold tier on March 16, 2023.
Which date would be the new Expiry date for this member after the tier is upgraded to Gold?

- A. December 31. 2023
- B. December 31,2024
- C. March 31, 2024
- D. March 16,2024

Answer: B

Explanation:
For a member who joins the NTO Insider program in the Silver tier and gets upgraded to the Gold tier on March 16, 2023, the new expiry date after the tier upgrade would be December 31, 2024 (C). This is because the tier group is defined with a Fixed Model and a Period of one year, with the Qualifying Points reset date set at December 31, 2022, and a frequency of one year. The Extend Expiration setting being tied to the Qualifying Points Reset Date means that regardless of when the tier upgrade occurs within the year, the expiration of the new tier status aligns with the annual reset date, extending to the end of the following reset period, which would be December 31, 2024.
This approach ensures that members who achieve a higher tier partway through the year enjoy the benefits of that tier for the remainder of the current year plus the entire next year, providing a full year's benefit from the point of the annual reset.
Salesforce documentation on Loyalty Management would outline the functionality and configuration options for tier groups, tier upgrades, and expiration settings, guiding administrators on setting these up to meet the program's strategic objectives and ensure clarity and fairness for members.

NEW QUESTION # 62
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. Activate the voucher assignment batch.
- B. Use the "issue Voucher" flow template.
- C. Assign a voucher definition from the customer's Loyalty Program Member.
- D. Use Issue voucher from the Loyalty Program Member page.

Answer: B

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 # 63
How should a Loyalty Management consultant integrate Marketing Cloud with Loyalty Management in order to create journeys for promotions?

- A. Use Marketing Cloud Server-Side JavaScript

- B. Use Custom Apex code via a middleware ETL tool
- C. Use Salesforce Customer Data Platform
- D. Use Marketing Cloud Connect

Answer: D

Explanation:
To integrate Marketing Cloud with Loyalty Management for creating journeys for promotions, the most effective method is:
* Option D "Use Marketing Cloud Connect." Marketing Cloud Connect integrates Salesforce CRM data with Marketing Cloud, allowing for the creation of targeted, personalized journeys based on Salesforce data, including Loyalty Management data.

NEW QUESTION # 64

A Loyalty Management Consultant recently created a new analytics app, but users cannot access the app.
Which two statement correctly describes how to grant proper access on the user details page

- A. Assign access by checking CRM Analytics plus user
- B. Assign user access to permission sets for analytics for Loyalty.
- C. Assign the user the analytics profile for analytics for Loyalty.
- D. Assign user access to the analytics for Loyalty role.

Answer: B,D

Explanation:
To enable users to access a new analytics app, it's crucial to assign them the appropriate roles and permission sets. Assigning user access to the analytics for Loyalty role ensures that users are granted the necessary permissions to view and interact with the Loyalty analytics content. This role is designed to encompass the permissions required for accessing and analyzing Loyalty-specific data. Additionally, assigning user access to permission sets for analytics for Loyalty is an effective way to provide access. Permission sets offer a flexible and granular approach to managing user permissions, allowing Administrators to specify the exact capabilities each user should have within the analytics app. This method ensures that users have access to the appropriate analytics tools and data relevant to their roles and responsibilities within the Loyalty program.

NEW QUESTION # 65

A Consultant will need to create a new voucher definition for a new voucher, wherever the new voucher has the requirements.
A total of two vouchers will be issued to the member.
The first voucher has a face value of $100, and the second voucher has a face value of $200.
Both vouchers must be used within three months after the first voucher's disbursement date.
The first voucher will be issued to the members over a period of a month.
Which voucher definition settings will fulfill the new voucher's requirements?

- A. Type: Fixed valued, Expiration Type: Period, Expiration Period: 3, expiration Period Unit Month, Face Value: $300, Partial Redeemable: Unchecked
- B. Type: Fixed valued, Expiration Type: Period, Expiration Period: 3, expiration Period Unit Month, Face Value: $300, Partial Redeemable: Checked
- C. Type: Fixed valued, Expiration Type: Period, Expiration Period: 90, expiration Period Unit Month, Face Value: $300, Partial Redeemable: Checked
- D. Type: Fixed valued, Expiration Type: Period, Expiration Period: 3, expiration Period Unit Month, Face Value: $300, Partial Redeemable: UnChecked

Answer: B

Explanation:
To fulfill the new voucher's requirements, the voucher definition settings should be: Type: Fixed Value, Expiration Type: Period, Expiration Period: 3, Expiration Period Unit: Month, Face Value: $300, Partial Redeemable: Checked. This configuration ensures that two vouchers with the specified face values can be issued within the defined period and used within three months after the first voucher's disbursement date. The
'Partial Redeemable' option allows the vouchers to be used partially, providing flexibility in how they are redeemed by the members.

NEW QUESTION # 66

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