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## Salesforce Loyalty Management Accredited Professional Sample Questions (Q31-Q36):

### NEW QUESTION # 31

A Loyalty Manager wants to send an SMS to a member's mobile device after the member has made a purchase and their non-qualifying points have been increased.

An integrated solution between Salesforce Loyalty Management and Salesforce Marketing Cloud is proposed to meet this business need.

Which two Salesforce solutions are required to meet the business's needs?

- A. Marketing Cloud Personalization
- B. Marketing Cloud MobileConnect
- C. Marketing Cloud Connect
- D. Marketing Cloud Mobile Push

**Answer: B,C**

Explanation:

To meet the business need of sending an SMS to a member's mobile device after a purchase and an increase in non-qualifying points, the required Salesforce solutions are Marketing Cloud Connect (A) and Marketing Cloud MobileConnect (B). Marketing Cloud Connect facilitates the integration between Salesforce Loyalty Management and Marketing Cloud, while MobileConnect is a specific tool within Marketing Cloud designed for sending SMS messages to mobile devices, allowing for timely and targeted communication with loyalty program members.

### NEW QUESTION # 32

A Consultant needs to configure the Loyalty tier groups for a Loyalty Program with the following specifications:

Qualifying period is reset once a year on the 31st of March.

The member-tier is not extended upon expiration.

Which two settings within the Loyalty tier groups configuration should the Consultant configure to meet the required specifications?

- A. Tier-model = fixed
- B. Extend Expiration = no extension
- C. Tier-model = anniversary
- D. Extend Expiration = member enrollment anniversary

**Answer: A,B**

Explanation:

To meet the specifications of resetting the qualifying period once a year on the 31st of March and not extending the member tier upon expiration, the Consultant should configure the Loyalty tier groups with a Tier-model = fixed and Extend Expiration = no extension. The fixed tier model ensures that the qualifying period and tier criteria remain constant over time, while the 'no extension' setting ensures that member tiers do not automatically extend beyond their expiration date. This configuration aligns with the requirement for a clear, annual reset and non-extension of tier status, ensuring a consistent and predictable tier progression structure within the Loyalty Program.

### NEW QUESTION # 33

A company has decided to use Loyalty Management for customer retention, which will lead to increased revenue. Based on market research, the company decided to make the points available for its Loyalty Program Members after the return period of 14 days is over.

What is the best solution to meet the company's business requirements?

- A. Enable Pending Points
- B. Enable Escrow Points
- C. Install App Exchange
- D. Enable Deferred Points

**Answer: D**

Explanation:

To meet the company's business requirements of making points available for Loyalty Program Members after a return period of 14 days, the best solution is to Enable Deferred Points (D). Deferred points are a feature in Salesforce Loyalty Management that allows points to be earned but not immediately available for redemption, typically used to account for return periods or other conditional

delays. By enabling deferred points, the company can ensure that points are only made available after the specified return period has passed, aligning with their business strategy and reducing the risk of point redemption for returned products.

#### NEW QUESTION # 34

Cloud Kicks has been using Loyalty Management, Sales Cloud, and Service Cloud as part of its tech stack to manage its Loyalty Program. The marketing team is interested in implementing Salesforce Marketing Cloud, so Loyalty program members can be informed and engaged with personalized emails sent using Salesforce Marketing Cloud.

Using the least development effort, how can the Loyalty Management Consultant accomplish the necessary integration between Salesforce Marketing Cloud and Loyalty Management platforms?

- A. Create a connected app to integrate Salesforce Loyalty Management and Marketing Cloud via APIs
- **B. Install and configure Marketing Cloud Connect to integrate with Loyalty Management**
- C. Design Datasets with Dataflows and the Dataset Builder
- D. Install and configure Salesforce Marketing Cloud Contacts Connection

**Answer: B**

#### NEW QUESTION # 35

For the integration of Loyalty Management and Service Cloud, which two methods should a Technical Consultant use for associating a Loyalty Program Member with a Case?

- A. Add the 'Associate Program Member' action on Case page layout
- **B. Add the loyalty Program Members' related list on the Case page layout**
- C. Add the 'Create Case' action on the Loyalty Program Member page layout
- **D. Add the 'Cases' related list on the Loyalty Program Member page layout**

**Answer: B,D**

Explanation:

For integrating Loyalty Management and Service Cloud, a Technical Consultant should use the following methods to associate a Loyalty Program Member with a Case:

\* Add the Loyalty Program Members' related list on the Case page layout (A): This allows agents to view and access loyalty program member information directly from a Case record.

\* Add the 'Cases' related list on the Loyalty Program Member page layout (D): This enables the viewing and management of cases related to a specific loyalty program member from their loyalty member record.

These configurations enhance the integration between Loyalty Management and Service Cloud, providing a seamless experience for service agents handling loyalty program members' inquiries and cases.

#### NEW QUESTION # 36

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