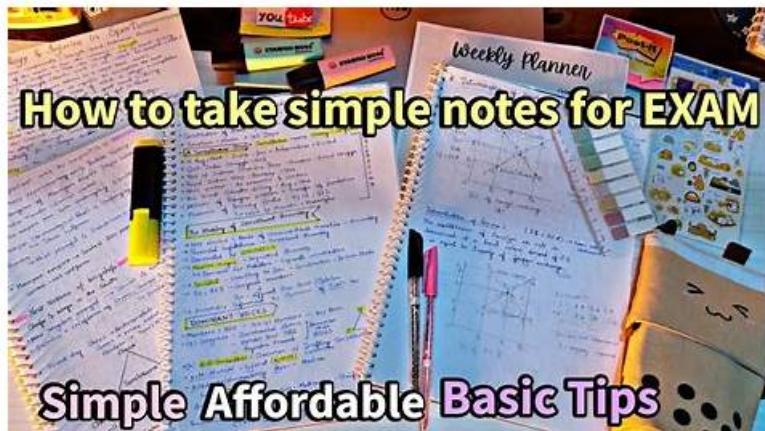


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Salesforce Loyalty Management Accredited Professional Sample Questions (Q90-Q95):

NEW QUESTION # 90

Universal Container sells sports shoes through on eCommerce system. The Loyalty Program Members earn points in real-time with every purchase made.

How can this be built into Salesforce?

- A. Create an schedule process to call the external system
- B. Create customer web service with Order Object
- C. Download an app from the AppExchange to connect Salesforce and the external system
- D. Create with the external system to create Transaction Journals.

Answer: D

Explanation:

To integrate real-time point earning from an external eCommerce system into Salesforce Loyalty Management, utilizing an AppExchange app can be an efficient solution. These apps are designed to bridge Salesforce with external systems, enabling seamless data exchange. When a Loyalty Program Member makes a purchase on the eCommerce platform, the app can facilitate

the automatic creation of 'Transaction Journals' in Salesforce, reflecting the earned points in real-time. This approach minimizes the need for custom development, leveraging pre-built solutions to enhance the loyalty experience and maintain accurate, up-to-date member point balances.

NEW QUESTION # 91

What three facts should the administrator consider when creating and managing member groups?

- A. Groups are associate with tiers.
- B. Vouchers can't be issued to groups.
- C. Accrual type transactions associated with a group can be canceled.
- D. Promotions can't be offered to groups.
- E. Qualifying points can't be transferred to a group.

Answer: B,C,E

Explanation:

When creating and managing member groups in Salesforce Loyalty Management, administrators should consider the following key facts:

- * Groups are associated with tiers (A): This statement is not necessarily true as groups can be created for various purposes, not just tied to specific tiers. Groups can be used to segment members for targeted promotions, communications, or benefits irrespective of their tier status.
- * Accrual type transactions associated with a group can be canceled (B): This is an important consideration as it implies that transactions contributing to a group's accrual points can be adjusted or canceled if necessary, affecting the group's total points and potentially members' benefits.
- * Qualifying points can't be transferred to a group (C): This is a critical consideration because it highlights the limitation that individual member's qualifying points cannot be directly transferred into a group's pool of points. This ensures the integrity of qualifying points for tier progression and other individual benefits.
- * Vouchers can't be issued to groups (D): This is another important consideration. While individual members within a group can receive vouchers, a voucher cannot be issued at the group level. This ensures that benefits are tailored and distributed to individual members, maintaining personalization in the loyalty program.
- * Promotions can't be offered to groups (E): This statement is incorrect. Promotions can indeed be targeted at specific groups, allowing for more tailored marketing efforts and member engagement strategies within the loyalty program.

References to Salesforce documentation on Loyalty Management would provide detailed guidelines on how to effectively create, manage, and leverage member groups within a loyalty program, ensuring that administrators are well-informed of these considerations.

NEW QUESTION # 92

What is the correct implementation approach for an Administrator to target a promotion only for specific products?

- A. Create a custom list on the promotion
- B. Add promotion to the lookup field on the product
- C. Map products to promotion through an out-of-the-box Related List
- D. Create product attributes in Promotion Setup

Answer: C

Explanation:

To target a promotion only for specific products in a Loyalty Program, the correct implementation approach is to Map products to promotion through an out-of-the-box Related List (B). This approach leverages standard Salesforce functionality, allowing administrators to associate specific products with a promotion directly within the promotion's record. This direct mapping ensures clarity and ease of administration, enabling targeted promotional activities that are specific to certain products.

Option A (Create a custom list on the promotion), Option C (Create product attributes in Promotion Setup), and Option D (Add promotion to the lookup field on the product) are not standard Salesforce Loyalty Management functionalities for associating products with promotions and may require custom development or configuration that is more complex and less maintainable than using out-of-the-box related lists.

Salesforce documentation on Loyalty Management would detail the process for setting up and managing promotions, including how to associate promotions with specific products to achieve targeted marketing objectives within the Loyalty Program.

NEW QUESTION # 93

An Administrator needs to analyze the performance of the Loyalty Program.

What Loyalty Analytics permission does a System Administrator need to set up and customize?

- A. CLAAnalytics Base Admin
- B. Loyalty Analytics User
- C. Data Pipeline User
- D. CRM Analytics User

Answer: B

Explanation:

To analyze the performance of the Loyalty Program, a System Administrator needs to set up and customize Loyalty Analytics, which requires the Loyalty Analytics User (A) permission. This permission set enables the administrator to access Loyalty Analytics features, configure reports, and customize dashboards to analyze various aspects of the Loyalty Program's performance, such as member engagement, tier progression, redemption rates, and more.

Option B (CLAAalytics Base Admin), Option C (Data Pipeline User), and Option D (CRM Analytics User) refer to different aspects of Salesforce analytics and data management, which, while potentially relevant in broader contexts, are not specifically tailored to the setup and customization of Loyalty Analytics within Salesforce Loyalty Management.

Salesforce documentation on Loyalty Management and Analytics would provide guidance on leveraging analytics capabilities to gain insights into Loyalty Program performance, guiding data-driven decision-making and program optimization.

NEW QUESTION # 94

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

Answer: B,C

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 # 95

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