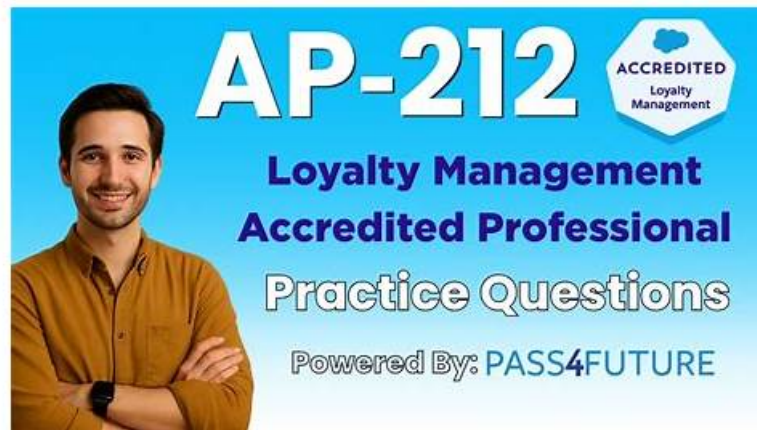


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Salesforce Loyalty Management Accredited Professional Sample Questions (Q23-Q28):

NEW QUESTION # 23

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 tier are defined =Silver (base), Golden (next tier), and Platinum (the highest tier) 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 or this member after the tier is upgraded to Gold?

- A. December 31, 2024
- B. December 31, 2023
- C. March 16, 2020.
- **D. March 31 2024**

Answer: D

Explanation:

The new expiry date for the member after being upgraded to the Gold tier would be March 31, 2024. In Salesforce Loyalty Management, when a member is upgraded to a new tier, the expiry date is set based on the tier's fixed model and period. Since the member was upgraded on March 16, 2023, and the period is one year, the new expiry date aligns with the end of the month following the one-year anniversary of the upgrade, which is March 31, 2024.

NEW QUESTION # 24

What are the three steps required to complete integration between Loyalty and B2C Commerce Cloud when using the reference cartridge?

- A. Add Loyalty Management for Commerce Cartridge
- B. Configure connected app named B2C Loyalty Connector
- C. Install Loyalty Management for B2C Commerce Package
- D. Configure Loyalty Program preferences for B2C Commerce Site
- E. Configure connected app named B2C Commerce Loyalty Connector

Answer: A,B,D

Explanation:

To complete the integration between Loyalty and B2C Commerce Cloud using the reference cartridge, the steps required are:

- * Configure Loyalty Program preferences for B2C Commerce Site (A): This involves setting up specific preferences and configurations within B2C Commerce Cloud to align with the Loyalty Program's requirements.
 - * Configure connected app named B2C Loyalty Connector (C): This step involves setting up a connected app within Salesforce to facilitate secure communication and data exchange between Loyalty Management and B2C Commerce Cloud.
 - * Add Loyalty Management for Commerce Cartridge (E): This involves installing the specific cartridge within B2C Commerce Cloud that integrates with Salesforce Loyalty Management, enabling the Commerce site to utilize loyalty program features.
- These steps ensure a seamless integration between Salesforce Loyalty Management and B2C Commerce Cloud, allowing for a unified customer experience across commerce and loyalty program interactions.

NEW QUESTION # 25

Northern Trail Outfitters wants to show member information in its member portal hosted outside of Salesforce.

What is a prerequisite for using Loyalty APIs to fetch the member information?

- A. Create customer integration code
- B. Create a Connected App in Platform
- C. Create Data Processing jobs
- D. Create custom objects in Loyalty

Answer: B

Explanation:

For Northern Trail Outfitters to display member information in its external member portal, a crucial prerequisite is the creation of a Connected App in Salesforce Platform. This Connected App facilitates secure API access to Salesforce data, including Loyalty Management information, by providing an authentication and authorization framework.

By setting up a Connected App, Northern Trail Outfitters can establish a secure connection between its external member portal and Salesforce, enabling the retrieval of member information through Loyalty APIs.

This setup ensures that the external portal can access up-to-date loyalty data, such as member points, tier status, and transaction history, in a secure and controlled manner, enhancing the member experience outside of Salesforce.

NEW QUESTION # 26

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. Install and configure Marketing Cloud Connect to integrate with Loyalty Management

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

Answer: A

Explanation:

To integrate Salesforce Marketing Cloud with Loyalty Management with minimal development effort, the recommended approach is:

* Option D: Installing and configuring Marketing Cloud Connect. This tool facilitates seamless integration between Salesforce CRM platforms, including Loyalty Management, and Salesforce Marketing Cloud, enabling the synchronization of data and the automation of personalized email campaigns to Loyalty Program members.

NEW QUESTION # 27

Which two actions should an Administrator execute when a tier is changed manually?

- A. Process Transaction Journals batch job
- B. Create a scheduled job to perform tier change.
- C. Assign Member Tier Benefits Action
- D. Process Member Benefit Action

Answer: C,D

Explanation:

When a tier is changed manually in Salesforce Loyalty Management, an Administrator should execute the following two actions:

* Process Member Benefit Action (A): This action ensures that any benefits associated with the new tier are correctly processed and applied to the member. It's essential for maintaining the integrity of the loyalty program and ensuring members receive the appropriate benefits for their new tier.

* Assign Member Tier Benefits Action (C): This action assigns the benefits specific to the newly assigned tier to the member. It's crucial for updating the member's benefits to align with their new tier status, ensuring they receive all entitlements associated with their new level.

Creating a scheduled job to perform the tier change (option B) and processing Transaction Journals batch job (option D) are not directly related to the manual tier change process. The focus should be on ensuring that member benefits are correctly assigned and processed in response to the tier change.

Salesforce documentation on Loyalty Management would provide detailed guidelines on managing tier changes, including the actions required to ensure member benefits are correctly updated.

NEW QUESTION # 28

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