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Salesforce Loyalty Management Accredited Professional Sample Questions (Q65-Q70):

NEW QUESTION # 65

A hotel group has finished setting up its Loyalty program and now wants to provide its Loyalty members with live updates about their program membership. They are looking for a solution that lets members view their membership details whenever they want to, and expect that this can be implemented without a need for complex customization. Using the available product features of Loyalty Management. Which three tasks should an Administrator implement to meet the Hotel group's requirements?

- A. Create a site using the Experience Cloud site template called the Loyalty Member Portal
- B. Associate the site with the new Hotel Group Loyalty Program using API integration endpoints
- C. Add Loyalty lightning components to the site that show members their Loyalty program details, points balance, recent transactions, and currently assigned tiers.
- D. Associate the site with the new Hotel Group Loyalty Program
- E. Connect the website to the hotel's payment gateway

Answer: A,C,D

Explanation:

To provide live updates to Loyalty members about their program membership, the following tasks should be implemented:

* Associate the site with the new Hotel Group Loyalty Program: This task involves linking the hotel's loyalty program with their website, allowing for seamless access to loyalty program details for members1.

* Create a site using the Experience Cloud site template called the Loyalty Member Portal: Salesforce provides a specialized site template within Experience Cloud specifically designed for loyalty programs. This template, known as the Loyalty Member Portal, is tailored to display loyalty program details, points balance, recent transactions, and tier information2.

* Add Loyalty lightning components to the site: By adding Lightning components to the site, members can view their loyalty program details, points balance, recent transactions, and current tier assignments in real-time. These components are designed to provide a comprehensive overview of a member's status within the loyalty program without the need for complex customizations2.

These steps will ensure that members can view their membership details at their convenience, fostering greater engagement and satisfaction with the hotel group's Loyalty program.

NEW QUESTION # 66

What are the three essential steps to establish a Loyalty promotion with Salesforce CDP and Marketing Cloud?
Select three

- A. Transmit Loyalty Promotion Segments to Marketing Cloud
- B. Activate and Publish the Segment
- C. Enable Connector Settings on all the Loyalty Objects E. Enable Service Connector for Promotion Escalations.
- D. Automatically Generate a New Individual Relationship

Answer: A,B,C

Explanation:

To establish a Loyalty promotion with Salesforce CDP (Customer Data Platform) and Marketing Cloud, the three essential steps are:

* Transmit Loyalty Promotion Segments to Marketing Cloud (A): This step involves sharing segmented data from Salesforce CDP to Marketing Cloud, enabling targeted marketing campaigns based on loyalty promotion criteria.

* Activate and Publish the Segment (C): Once the segments are defined and populated with the relevant Loyalty Program Members, the segment needs to be activated and published to be used in campaigns and promotions within Marketing Cloud.

* Enable Connector Settings on all the Loyalty Objects (D): This involves configuring the integration between Salesforce CDP, Loyalty Management, and Marketing Cloud by enabling the necessary connector settings, ensuring seamless data flow and communication between these platforms for the promotion.

Option B (Automatically Generate a New Individual Relationship) and E (Enable Service Connector for Promotion Escalations) are not directly related to the essential steps for establishing a loyalty promotion with Salesforce CDP and Marketing Cloud.

NEW QUESTION # 67

What are the three required steps in settings up Loyalty promotion with Salesforce CDP and Marketing Cloud?

- A. Enable Service Connector for Promotion Escalations.
- B. Automatically Add a New Individual Relationship
- C. Activating and Publishing the Segment
- D. Send Loyalty Promotion Segments to marketing Cloud

- E. Enable Connector Settings on all the Loyalty Objects

Answer: A,C,D

Explanation:

Setting up a loyalty promotion with Salesforce CDP (Customer Data Platform) and Marketing Cloud involves several critical steps to ensure seamless integration and functionality. The first step, 'Send Loyalty Promotion Segments to Marketing Cloud,' involves identifying and segmenting your loyalty members in Salesforce CDP and then transferring these segments to Marketing Cloud for targeted marketing efforts. 'Activating and Publishing the Segment' is crucial as it makes the segment available for use within Marketing Cloud, allowing for personalized engagement with the segmented audience. Lastly, 'Enable Service Connector for Promotion Escalations' is essential for ensuring that any promotional activities or escalations are properly managed and communicated between Salesforce CDP, Loyalty Management, and Marketing Cloud, providing a cohesive experience across platforms.

NEW QUESTION # 68

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

Answer: B,C

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 # 69

The Management team at Cloud Kicks is required to analyze what earning activities are available in the Loyalty Program. What type of user access does the Management Team need to have this information visible in the reports?

- A. Read, View access on Journal Type, Partner Products, and Loyalty Ledgers Objects
- B. Read, Edit access on Journal Type, Loyalty Member Promotions, and Loyalty Member Benefits Objects
- C. Read, Create access on Journal Type, Loyalty Member Currencies, and Partner Products Objects
- **D. Read, View All access on Journal Type, Journal Subtype, and Transaction Journal Objects**

Answer: D

Explanation:

To analyze earning activities in the Loyalty Program, Cloud Kicks' Management team needs:

* Option D: "Read, View All" access on the "Journal Type," "Journal Subtype," and "Transaction Journal" Objects. This level of access allows the management team to view comprehensive information about all types of transactions and activities within the Loyalty Program, including earning activities, enabling detailed analysis and reporting.

NEW QUESTION # 70

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