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## Salesforce Loyalty Management Accredited Professional Sample Questions (Q71-Q76):

### NEW QUESTION # 71

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

**Answer: A**

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 # 72

An airline's Loyalty program offers several ways to accrue points, including:

- \* Enrollment Bonus
- \* Member Referral
- \* Flight Purchase
- \* Additional information on the member profile.

The Salesforce Administrator must classify the different accrual transaction journals.

What should the administrator configure to meet these requirements?

- A. Create a custom field on transaction journal object
- **B. Create a Journal Type for each case.**
- C. Create a custom field on Loyalty Ledger object
- D. Create a Journal Subtype for each case.

**Answer: B**

Explanation:

To classify the different accrual transaction journals based on the various ways members can accrue points, the Salesforce Administrator should create a Journal Type for each case (e.g., Enrollment Bonus, Member Referral, Flight Purchase, Additional Profile Information). Journal Types in Salesforce Loyalty Management are used to categorize transaction journals according to the nature of the transaction, allowing for organized tracking and reporting of different types of point accrual activities. This configuration facilitates clear differentiation and management of the diverse ways in which members can earn points within the Loyalty Program

#### NEW QUESTION # 73

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. LoyaltyLedger**
- **B. Contact Record**
- C. TransactionJournal
- **D. LoyaltyMemberTier**
- E. LoyaltyBenefits

**Answer: A,B,D**

Explanation:

To meet the hotel group's requirements for providing live updates to Loyalty members about their program membership without complex customization, the following three tasks should be implemented:

\* LoyaltyLedger: This feature allows members to view their points balance and transaction history. It is a key component of the Loyalty Management product that tracks the accumulation and redemption of loyalty points, which is essential for members to stay informed about their membership status.

\* Contact Record: Maintaining up-to-date contact records is crucial as it ensures that members can receive notifications and access their membership details. The contact record in Salesforce is the central repository of member information, which can be used to personalize communication and provide members with relevant updates.

\* LoyaltyMemberTier: Implementing the LoyaltyMemberTier feature enables members to see their current tier status and understand how they can move to the next tier. This feature motivates members to engage more with the loyalty program by providing them with clear goals and benefits associated with each tier.

These features are part of the Salesforce Loyalty Management application and are designed to enhance customer engagement without requiring extensive customization. They enable the hotel group to provide a seamless experience for members to access their loyalty program details.

#### NEW QUESTION # 74

A Loyalty Manager would like to monitor members' tier history in the dashboards from Analytics Studio App.

Which two fields need to be enabled in field history tracking in the Loyalty Member Tier object for this to be achieved?

- A. Change Reason Type
- B. Reason for Change
- C. Loyalty Tier
- D. Loyalty Tier Group

**Answer: A,B**

Explanation:

To monitor members' tier history in the dashboards from the Analytics Studio App, the two fields that need to be enabled in field history tracking on the Loyalty Member Tier object are:

\* Change Reason Type (B): This field captures the type of change (e.g., manual adjustment, system-generated change) that led to the tier change, providing context for the tier history.

\* Reason for Change (D): This field provides specific reasons for the tier change, offering detailed insights into why a member's tier was adjusted, which is valuable information for analyzing member behavior and program effectiveness.

Option A (Loyalty Tier Group) and Option C (Loyalty Tier) are important fields for understanding tier structures and member status, but they do not specifically relate to tracking changes or the reasons behind tier history, which are crucial for analytical purposes.

Salesforce documentation on Loyalty Management and Analytics would provide guidance on configuring field history tracking and leveraging Analytics Studio to create insightful dashboards that monitor and analyze members' tier history, aiding in strategic decision-making and program optimization.

#### NEW QUESTION # 75

What two fields are attributed to a Loyalty Program entity in the Salesforce Customer Data Platform?

- A. Current Member Count
- B. Reporting Enabled (Boolean)
- C. Last Modified Date
- D. Created Date

**Answer: C,D**

Explanation:

Within the Salesforce Customer Data Platform (CDP), the Loyalty Program entity is attributed with various fields that help in managing and analyzing the loyalty program's performance. Two essential fields attributed to this entity are Created Date and Last Modified Date.

The Created Date field records the timestamp when the Loyalty Program entity was initially created in the system, providing a reference point for the program's inception. The Last Modified Date field, on the other hand, keeps track of the most recent update made to the Loyalty Program entity, offering insights into the program's maintenance and evolution over time.

These fields are crucial for administrative and analytical purposes, allowing businesses to monitor the lifecycle of their loyalty programs and make data-driven decisions based on the program's history and modifications.

#### NEW QUESTION # 76

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