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Salesforce Loyalty Management Accredited Professional Sample Questions (Q73-Q78):

NEW QUESTION # 73

Northern Trail Outfitters (NTO) has launched a new promotion, which gives a hat and a pair of gloves to each member of the Loyalty Program that bought a coat in winter. However, winter has arrived, and the reports are missing information about the voucher definition of hat and gloves associated with any existing voucher and have found that there are transactions that contain the coat product.

Which two options should the Loyalty Administrator review to verify why the promotion vouchers associated with the members who have bought coats are missing?

- A. That the member is a campaign member of the promotion campaign.
- B. That the promotion has been created with the characteristics, correct dates, and the associated Voucher Definition.
- C. That the promotion has specified the Current Liability Amount.
- D. That the flow is active and has been created to apply the promotion.

Answer: B,D

Explanation:

To address the issue of missing promotion vouchers for members who purchased coats, the Loyalty Administrator should review:

* A: Ensure the promotion has been accurately created with the right characteristics and dates, and that the Voucher Definition is correctly associated. This verifies that the promotion is set up to trigger the desired rewards (hat and gloves) for qualifying purchases (coat).

* C: Confirm that the flow intended to apply the promotion is active and properly configured. This flow is responsible for detecting qualifying transactions and applying the voucher to the member's account.

NEW QUESTION # 74

Which two features below are supported in the reference integration between Loyalty and Commerce Cloud?

- A. Loyalty member enrollment
- B. Resetting tier points
- C. Loyalty member profile
- D. Loyalty membership merge

Answer: A,C

Explanation:

In the reference integration between Salesforce Loyalty Management and Commerce Cloud, two key features are supported: 'Loyalty member profile' and 'Loyalty member enrollment.' The 'Loyalty member profile' feature allows for the management and viewing of loyalty member information within Commerce Cloud, providing a seamless experience for members as they interact with the brand across different platforms. The

'Loyalty member enrollment' feature enables new customers to join the loyalty program directly through Commerce Cloud, facilitating the growth of the loyalty program and enhancing customer engagement by leveraging the commerce platform.

NEW QUESTION # 75

A company has recently rolled out the Loyalty Program in the production environment. The Loyalty Manager is unable to edit any Loyalty Management objects.

What permission set license is required to edit the Loyalty Management Objects?

- A. Data Pipelines Base User
- B. Loyalty Management
- C. CLAAnalytics Base Admin
- D. CLAAnalytics Base User

Answer: B

Explanation:

To edit Loyalty Management objects, the "Loyalty Management" permission set license is required. This license grants users the necessary permissions to access and modify Loyalty Management-specific data and configurations.

* Option B "Loyalty Management" is the correct answer as it directly relates to the permissions needed to work with Loyalty Program configurations and objects within Salesforce.

* Options A, C, and D pertain to analytics and data pipeline functionalities and do not grant permissions to edit Loyalty Management objects.

NEW QUESTION # 76

Universal Container (UC) is developing a points-based Loyalty Program after the last accrual transaction.

How can the Salesforce Administrator set up this expiration model?

- A. Set up Reset Qualifying Points
- B. Set up Expire Activity Based Qualifying Points
- C. Set up Expire Activity Based Non-Qualifying Points
- D. Set up Expire Fixed Non-Qualifying Points

Answer: C

Explanation:

To set up an expiration model based on activity after the last accrual transaction in a points-based Loyalty Program at Universal Container, the Salesforce Administrator should Set up Expire Activity Based Non-Qualifying Points (C). This expiration model allows non-qualifying points to expire after a certain period of inactivity, meaning no new accrual transactions occur within that timeframe. It encourages ongoing engagement from Loyalty Program members by incentivizing regular transactions to keep their non-qualifying points active.

Option A (Expire Activity Based Qualifying Points) pertains to qualifying points, which are typically used for tier progression and may have different expiration criteria. Option B (Expire Fixed Non-Qualifying Points) refers to a fixed expiration model that does not consider member activity. Option D (Set up Reset Qualifying Points) involves resetting qualifying points, which is a different concept from expiration based on activity.

Salesforce documentation on Loyalty Management would provide insights into configuring various expiration models for points within a Loyalty Program, including activity-based expiration to foster continuous member engagement and transactional activity.

NEW QUESTION # 77

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

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

Answer: C,D,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 # 78

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