

素敵-更新するSalesforce-Loyalty-Managementテスト問題集試験-試験の準備方法Salesforce-Loyalty-Management受験記対策

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別の人の言い回しより自分の体験感では大切なことです。我々の希望は誠意と専門化を感じられることですので、お客様に無料のSalesforce Salesforce-Loyalty-Management問題集デモを提供します。購買の後、行き届いたアフタサービスを提供します。Salesforce Salesforce-Loyalty-Management問題集を更新するなり、あなたのメールボックスに送付します。あなたは一年間での更新サービスを楽しみにします。

Salesforce-Loyalty-Management試験問題のSalesforce3つのバージョンを用意して、クライアントが選択して無料でアップデートできるようにします。異なるバージョンは異なる利点を後押しします。ご購入の前に各バージョンの紹介を注意深くお読みください。そして、Salesforce-Loyalty-Management学習教材の言語は理解しやすく、理論と実践の最新の開発状況に従ってSalesforce-Loyalty-Management試験トレントをコンパイルします。Salesforce-Loyalty-Management試験の準備に少しの時間しか必要ありません。そのため、Salesforce-Loyalty-Managementの質問トレントを購入する価値があります。

>> Salesforce-Loyalty-Managementテスト問題集 <<

Salesforce Salesforce-Loyalty-Management受験記対策、Salesforce-Loyalty-Management的中合格問題集

高い雇用圧力により、ますます多くの人々が雇用の緊張を和らげ、より良い仕事を得たいと考えています。彼らが問題を解決する最善の方法は、CertJukenのSalesforce-Loyalty-Management認定を取得することです。認定資格は彼らの労働能力の主要なシンボルであるため、Salesforce-Loyalty-Management認定資格を所有できれば、仕事を探しているときに競争上の優位性を獲得できます。短時間でSalesforce-Loyalty-Management試験問題を取得することが非常に重要であることを認識する人が増えています。また、Salesforce-Loyalty-Management試験問題は、夢のような認定を取得するのに役立ちます。

Salesforce Loyalty Management Accredited Professional Exam 認定 Salesforce-Loyalty-Management 試験問題 (Q59-Q64):

質問 # 59

A Loyalty Program Manager has proposed a new promotion with the following redemption requirements on their non-qualifying points for the two respective tiers.

* for Gold-tier members, a single non-qualifying point is equal to \$2 if the total purchase value is \$200 or more.

* for Gold-tier members, a single non-qualifying point is equal to \$1 if the total purchase value is less than \$200.

* for Gold-tier members, a single non-qualifying point is equal to \$1, irrespective of the total value of the purchase.

Considering the above requirements, which three redemption rule options should be selected for the proposed promotion?

- A. "Blue" tier member with any transaction amount, then "Outcome": non-qualifying point deduction = transaction amount.
- B. "Gold" tier member with the transaction amount is \geq \$200, then "Outcome": tier-qualifying multiplier =2
- C. "Gold" tier member with the transaction amount is \geq \$200, then "Outcome": non-qualifying point deduction = transaction amount.
- D. "Blue" tier member with any transaction amount is \leq \$200, then "Outcome": non-qualifying point deduction = transaction amount.
- E. "Gold" tier member with the transaction amount is \geq \$200, then "Outcome": non-qualifying point deduction = transaction amount / 2.

正解: A、C、E

質問 # 60

A sports clothing and accessories retailer is setting up a new Loyalty program. The company wants an effective way to create urgency in its Loyalty program members to return to purchase and redeem their points within a specified period. The entire points balance expires if a member's last activity, including any purchase or points redemption, reaches 18 months.

What steps should a Loyalty Consultant follow to meet the retailer's requirement when implementing the new Loyalty program?

- A. Set up a Non-Qualifying Points currency, apply the expiration model 'Activity Model'
- B. Set up a Qualifying Points currency and apply the expiration model 'Activity Model'
- C. Set up a Qualifying Points currency and apply the expiration model 'Fixed Model'
- D. Set up a Non-Qualifying Points currency and apply the expiration model 'Fixed Model'

正解: A

解説:

To create urgency for Loyalty program members to return and redeem their points within a specified period, where the entire points balance expires if a member's last activity reaches 18 months, the Loyalty Consultant should:

Set up a Non-Qualifying Points currency, apply the expiration model 'Activity Model' (C): This setup allows for the expiration of Non-Qualifying Points based on member activity, specifically if there is no purchase or points redemption activity within an 18-month period. The Activity Model is used to track the last activity date and trigger expiration based on this inactivity period.

Setting up a Non-Qualifying Points currency with a 'Fixed Model' expiration (option A), a Qualifying Points currency with either 'Activity Model' (option B) or 'Fixed Model' expiration (option D), would not meet the retailer's requirement for creating urgency based on the last activity.

Salesforce documentation on Loyalty Management would provide guidance on configuring expiration models for loyalty currencies, ensuring that program objectives, such as encouraging regular member engagement, are achieved.

質問 # 61

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

- A. Process Member Benefit Action

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

正解: A、C

解説:

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.

質問 # 62

What is a business use case for integrating Marketing Cloud Personalization with Loyalty Management?

- A. To enable the purchasing of products and take payment.
- B. To create unified profile from multiple source of truth and build a golden record.
- C. To be able to send personalized marketing emails in batches.
- **D. To offer promotions in real-time to customers.**

正解: D

解説:

Integrating Marketing Cloud Personalization with Loyalty Management serves the crucial business use case of offering real-time promotions to customers. This integration allows for the dynamic presentation of personalized offers and promotions to loyalty members based on their current interactions, preferences, and loyalty status. By leveraging real-time data and personalized content, businesses can enhance customer engagement, encourage repeat purchases, and foster a deeper connection with their brand, ultimately driving loyalty program success and customer satisfaction.

質問 # 63

The Loyalty Program Manager at Northern Trail Outfitters (NTO) has defined a new Promotion in Salesforce Loyalty Management. NTO would like to communicate this new Promotion with its eligible members.

Which two integrated Salesforce applications can facilitate this com

- A. Salesforce Cloud Intelligence
- B. Salesforce Field Service Lightning
- **C. Salesforce Customer Data Platform**
- **D. Salesforce Marketing Cloud**

正解: C、D

解説:

To communicate a new Promotion to eligible Loyalty Program members, Northern Trail Outfitters can utilize integrated Salesforce applications such as:

Option C: Salesforce Customer Data Platform (CDP), which allows for the aggregation and management of customer data, enabling targeted communication based on member attributes and behaviors.

Option D: Salesforce Marketing Cloud, which offers robust email marketing and customer engagement tools. By integrating Loyalty Management data with Marketing Cloud, NTO can create personalized and targeted email campaigns to inform members about new promotions.

質問 #64

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