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Salesforce Loyalty Management Accredited Professional Sample Questions (Q18-Q23):

NEW QUESTION # 18

The Member Services team wants to view the information of a member's recent transactions and manual adjustments on the Contact record.

What are the two recommendations that an IT Administrator should suggest?

- A. Add the 'View Member Profile' component on the Contact record
- B. Embed the 'Member Summary Embedded Dashboard on the Contact record
- C. Embed the Member Service Manager Home Dashboard on the Contact record
- D. Add the 'Transaction Journals' related list to the Contact record

Answer: B,D

Explanation:

To provide the Member Services team with the information they need directly on the Contact record, the IT Administrator can take two main actions. Firstly, embedding the 'Member Summary Embedded Dashboard' on the Contact record allows the team to have a visual and comprehensive overview of a member's loyalty activities, including recent transactions and adjustments, directly within the context of the contact. This dashboard is specifically designed to aggregate and display relevant loyalty information, making it a suitable tool for quick insights.

Secondly, adding the 'Transaction Journals' related list to the Contact record enables the team to view detailed entries of each transaction and manual adjustment made by or for the member. This related list provides granular data about each activity, allowing for a deeper analysis and understanding of the member's loyalty interactions.

These recommendations are based on best practices for Salesforce Loyalty Management, ensuring that the team has access to both summarized and detailed loyalty information within their usual workflows, enhancing efficiency and providing a holistic view of member activities.

NEW QUESTION # 19

Cloud Kicks has tasked its Loyalty Consultant with setting up its new Loyalty Management platform. The business requirement is to create personalized experiences across its customer journey.

Which solution should the Loyalty Consultant utilize to create personalized customer experiences?

- A. Salesforce Order Management System
- B. Salesforce Sales Cloud
- C. Salesforce Marketing Cloud
- D. Salesforce Slack

Answer: C

Explanation:

To create personalized experiences across Cloud Kicks' customer journey, the Loyalty Consultant should utilize Salesforce Marketing Cloud (B). Marketing Cloud provides a comprehensive suite of marketing tools designed to create personalized customer journeys, segment audiences, and deliver targeted content and communications. Leveraging Marketing Cloud's capabilities in conjunction with Loyalty Management allows for the creation of highly personalized and engaging experiences for loyalty program members, enhancing customer satisfaction and loyalty.

NEW QUESTION # 20

When implementing Analytics for Loyalty, what are the three steps to turn on analytics and dashboards?

- A. Schedule dataflow for the analytics
- B. Install CRM Analytics package
- C. Assign Analytics for Loyalty User Permissions.
- D. Create an App using existing templates
- E. Create standard Salesforce reports and dashboard

Answer: A,B,C

Explanation:

To turn on analytics and dashboards for Loyalty, the three essential steps are:

- * Assign Analytics for Loyalty User Permissions (A): This step ensures that users who need to access Loyalty Analytics have the necessary permissions to view and interact with the analytics and dashboards.

- * Schedule dataflow for the analytics (C): Dataflow is the process by which data moves from Salesforce objects into Analytics datasets. Scheduling dataflow is crucial for ensuring that the analytics and dashboards have up-to-date information from the Loyalty Management system.

- * Install CRM Analytics package (E): This involves adding the CRM Analytics package to your Salesforce org, which provides the tools and capabilities needed to create and customize analytics and dashboards for Loyalty Management.

Option B (Create standard Salesforce reports and dashboard) and Option D (Create an App using existing templates) are valuable for general reporting and app development within Salesforce but are not specifically tied to the initial steps for enabling Loyalty Analytics and dashboards.

Salesforce documentation on Loyalty Management and CRM Analytics would detail the process of enabling analytics for Loyalty, including the setup of user permissions, dataflow scheduling, and the installation of necessary packages to utilize analytics and dashboards effectively.

NEW QUESTION # 21

Due to the point of Sales (POS) system limitations, the client purchases are sent every night to Loyalty Management as transactions. What are two benefits a program gets by using Batch Management in this context?

- A. Process zip files full of Loyalty Transactions coming from point-of-sales systems
- **B. Process large volumes of transactions**
- C. Load large volumes of external data coming from external systems
- **D. Tracks the status and health of batch jobs**

Answer: B,D

Explanation:

The benefits of using Batch Management in Salesforce Loyalty Management, especially in the context of processing nightly batches of transactions from a Point of Sales (POS) system, include:

- * Tracks the status and health of batch jobs (A): This allows program administrators to monitor the progress and success of batch processes, ensuring that transactions are being processed efficiently and any issues are quickly identified and addressed.

- * Process large volumes of transactions (B): Batch Management is designed to handle high volumes of data, making it well-suited for processing the large number of transactions typically generated by a POS system daily.

Options C and D, while related to the benefits of batch processing, are more specific to the technical aspects of handling external data and file formats, which are not directly mentioned in the question. Batch Management's core benefits in this scenario are its ability to efficiently process and monitor large transaction volumes, ensuring the timely and accurate update of loyalty points and member statuses.

Salesforce documentation on Batch Management within Loyalty Management would offer insights into setting up and optimizing batch jobs for transaction processing, ensuring that loyalty programs can effectively manage member data and transactions even with high volumes and complex processing requirements.

NEW QUESTION # 22

Universal Container have a points-based Loyalty Program and a B2C commerce website built with a Commerce built with a Commerce Cloud solution; the clients orders are already synchronized with Loyalty Management. With the every purchase, Loyalty members will earn points. The Directory wants to have traceability of every order transaction on the Loyalty Management app. What does the Salesforce Administrator have to do?

- A. Create a custom Lookup field in Transaction Journal object to save the order purchased by the Loyalty member.
- B. Create a custom text field in Transaction Journal object to save the order purchased by the client.
- **C. Use the standard Order Lookup of the Transaction Journal Object**
- D. Use standard Order Lookup on the Loyalty Ledger object

Answer: C

Explanation:

For traceability of every order transaction in the Loyalty Management app, the Salesforce Administrator should utilize the standard Order Lookup field of the Transaction Journal Object. This field is designed to create a direct relationship between a loyalty transaction and the corresponding commerce order, enabling clear visibility and tracking of how each order impacts loyalty points and member accounts. This setup ensures that every purchase made by Loyalty members that earns points is directly linked and

traceable in the Loyalty Management application, facilitating easier tracking and management of member transactions.

NEW QUESTION # 23

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He quickly formed his own computer consultancy, Computer AP-212 Valid Real Test Solutions, and then discovered his true passion—teaching and writing about Microsoft and Cisco technologies.

Again, this is something the gig economy industry has been pointing to for years. We AP-212 first wrote about this almost a decade ago and we were by no means the first and some of our first blog posts way back in are on these topics.

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