

Exam Salesforce-Loyalty-Management Syllabus & Latest Braindumps Salesforce-Loyalty-Management Ppt



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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Strategies and Design: Salesforce Partners learn how Loyalty Management aligns with customers' business needs, processes, data requirements, and program parameters. This section includes identifying the appropriate Loyalty architecture, defining points and redemptions processes, benefits types, and the promotion lifecycle. Best practices for implementing Loyalty Management are also covered, ensuring practical application to real-world scenarios.
Topic 2	<ul style="list-style-type: none">Loyalty Program and Process Configuration: This section focuses on configuring the foundational and advanced features of Loyalty Programs. Salesforce Partners learn to configure tier models, member and partner management, customer incentives, and experiential features in this topic. Sub-topics also include defining promotions, eligibility rules, and personalized Loyalty pages using Experience Cloud templates. Configuring complex processing rules, user access models, and analytics dashboards equips Salesforce Partners with the expertise to deliver scalable, customer-centric Loyalty solutions.

Topic 3	<ul style="list-style-type: none"> • On-Going Loyalty Management: This section equips Salesforce Partners to sustain and optimize Loyalty solutions post-implementation. The topic includes leveraging analytics and dashboards, transitioning from sandbox to production, managing Loyalty campaigns, utilizing mobile app features, and resolving service-related issues.
Topic 4	<ul style="list-style-type: none"> • Integration: Integration is crucial for a seamless Loyalty Management experience. In this topic, Salesforce Partners determine strategies for integrating Marketing Cloud, Commerce Cloud, Service Cloud, Salesforce CDP, and external systems using API templates and endpoints.

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Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q30-Q35):

NEW QUESTION # 30

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

Answer: A,D

NEW QUESTION # 31

An Administrator uses Analytics for Loyalty to develop an InApp-Dashboard showing top and bottom agent performers on the Loyalty call center.

Which dashboard readily available through the Analytics Studio tool can be used to track agents' performance based on the number of members assisted, customer satisfaction scores, and modifications?

- A. Team Performance Dashboard
- B. Program Manager Home Dashboard
- C. Loyalty Member Services Dashboard
- D. Member Services Manager Home Dashboard

Answer: C

Explanation:

To develop an InApp-Dashboard showing top and bottom agent performers in the Loyalty call center, the most suitable dashboard available through the Analytics Studio tool is the:

Loyalty Member Services Dashboard (D): This dashboard is designed to track the performance of agents interacting with loyalty program members, including metrics like the number of members assisted, customer satisfaction scores, and modifications made by agents. It provides insights into agent performance and service quality in the context of loyalty member services.

The Program Manager Home Dashboard (option A), Member Services Manager Home Dashboard (option B), and Team

Performance Dashboard (option C) may contain relevant metrics but are not specifically tailored to tracking individual agent performance in the context of loyalty member services.

Salesforce documentation on Analytics for Loyalty would provide information on available dashboards and their intended use cases, including how to customize and leverage them for specific analytical needs, such as tracking call center agent performance.

NEW QUESTION # 32

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

Answer: A

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 # 33

The VP of Loyalty Technology at ABC Corp. wants to launch a new Loyalty program with minimal development time. However, its current Loyalty engine requires several complex system integrations with its marketing and customer service platforms. A Technical Consultant is brought in to assess the company's business requirements and recommend a feasible solution to deliver the desired Loyalty program for its customers.

Which two seamless integrations within the Salesforce ecosystem, does

Salesforce Loyalty Management offer that can be easily enabled by the Technical Consultant to meet the customer's business requirement?

- A. Third-party Customer Data Platform (CDP)
- **B. Salesforce Marketing Cloud**
- **C. Salesforce Service Cloud**
- D. Supplier and Partner Ecosystem

Answer: B,C

Explanation:

Salesforce Loyalty Management offers seamless integrations within the Salesforce ecosystem that can be easily enabled to meet ABC Corp.'s business requirements for launching a new Loyalty program, including:

* Option A: Salesforce Service Cloud, which can be integrated to manage customer service interactions and inquiries related to the Loyalty Program, enhancing the overall customer experience.

* Option D: Salesforce Marketing Cloud, which allows for the creation and management of targeted marketing campaigns to engage Loyalty Program members, promote rewards, and encourage participation.

Reference: Salesforce documentation on Loyalty Management and its integration capabilities with Service Cloud and Marketing Cloud provides insights into how these platforms can be leveraged to support and enhance the functionality of Loyalty Programs.

NEW QUESTION # 34

An administrator need to analyze the performance of the Loyalty Program.

What Loyalty Analyze permission does a System Administrator need to set up a customized?

- A. CRM Analytics User
- **B. Loyalty Analytics User**
- C. CLAAalytics base admin
- D. Data pipeline user

Answer: B

Explanation:

To analyze the performance of the Loyalty Program, a System Administrator needs the 'Loyalty Analytics User' permission. This permission set grants access to the analytics and reporting features within Salesforce Loyalty Management, allowing the administrator to customize, view, and analyze data related to the loyalty program's performance, member engagement, and other key metrics.

NEW QUESTION # 35

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