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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">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.

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"> 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.

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Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q38-Q43):

NEW QUESTION # 38

What is the most efficient way to automatically reset qualifying points for high volume Loyalty Programs?

- A. Use the out-of-the-box 'Reset Qualifying Points' data processing engine and trigger its execution using, for instance, a Schedule-Triggered Flow.
- B. Develop an Apex Time Trigger to scan all Member Currencies and reset Qualifying points every time a reset period has expire
- C. The reset period is defined at the Tier Group level; Loyalty Management will automatically process it every night to ensure efficient point calculation
- D. Create Schedule-Triggered Flow that to be executed every night This flow will scan the expired reset Period at the Group Level and rese the points using the out-of-the-box Reset point flow action

Answer: A

NEW QUESTION # 39

An upset customer calls Universal Containers about the free t-shirt they were supposed to receive when enrolling in its program. The support agent verifies that the t-shirt is out of stock and decides to compensate the customer with a 50% discount valid for one year. What should the agent do to ensure the customer receives the 50% discount?

- A. Use the "issue Voucher" flow template.
- B. Activate the voucher assignment batch.
- C. Use Issue voucher from the Loyalty Program Member page.
- D. Assign a voucher definition from the customer's Loyalty Program Member.

Answer: C

NEW QUESTION # 40

A member reaches out to the Member Services team regarding points that have expired and requests to restore them. The Loyalty

program has a fixed model expiration for non-qualifying points.

How should the Member Services Agent restore the expired points and also set them to expire in the next two months?

- A. Edit the Loyalty Member Currency record to restore the Points Balance and set the 'NextExpirationDate' field to two months from the current date
- B. Edit the 'Credit' ledgers corresponding to the points that expired and extend the expiration date to two months from the current date
- C. Delete the transaction journal that expired the points and re-run the expiration Data Processing Engine job after two months
- **D. Use 'Adjust Points' action on Loyalty Program Member page to credit points and select the Points Expiration Date as two months from the current date**

Answer: D

Explanation:

To restore expired points for a member in a Loyalty program with a fixed model expiration for non-qualifying points and set them to expire in the next two months, the Member Services Agent should:

Use 'Adjust Points' action on Loyalty Program Member page to credit points and select the Points Expiration Date as two months from the current date (B). This action allows for the direct adjustment of the member's points balance, including the ability to specify a new expiration date for the credited points. It's a straightforward and effective way to restore expired points and set a new expiration date, aligning with the member's request.

Deleting the transaction journal that expired the points (option A), editing the 'Credit' ledgers (option C), or editing the Loyalty Member Currency record (option D) are not standard practices for restoring expired points and setting a new expiration date in Salesforce Loyalty Management.

Salesforce documentation on Loyalty Management would detail the process for adjusting points, including how to handle requests for restoring expired points and setting new expiration dates, ensuring member satisfaction and program integrity.

NEW QUESTION # 41

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

Answer: B

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 # 42

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

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

Answer: C,D

NEW QUESTION # 43

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