

Salesforce-Loyalty-Management Testking Exam Questions & Salesforce-Loyalty-Management Test Quiz



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Salesforce Salesforce-Loyalty-Management Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<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.
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Salesforce Loyalty Management Accredited Professional Exam Sample Questions (Q38-Q43):

NEW QUESTION # 38

A Consultant needs to configure the Loyalty tier groups for a Loyalty Program with the following specifications:

Qualifying period is reset once a year on the 31st of March.

The member-tier is not extended upon expiration.

Which two settings within the Loyalty tier groups configuration should the Consultant configure to meet the required specifications?

- A. Tier-model = fixed
- B. Tier-model = anniversary
- C. Extend Expiration = member enrollment anniversary
- D. Extend Expiration = no extension

Answer: A,D

Explanation:

To meet the specifications of resetting the qualifying period once a year on the 31st of March and not extending the member tier upon expiration, the Consultant should configure the Loyalty tier groups with a Tier-model = fixed and Extend Expiration = no extension. The fixed tier model ensures that the qualifying period and tier criteria remain constant over time, while the 'no extension' setting ensures that member tiers do not automatically extend beyond their expiration date. This configuration aligns with the requirement for a clear, annual reset and non-extension of tier status, ensuring a consistent and predictable tier progression structure within the Loyalty Program.

NEW QUESTION # 39

Cloud Kicks has tasked its Loyalty Manager consultant with setting up its new Loyalty Management program.

The business requirement is to provide its customer base, who are heavy mobile users with access to member program information. Using existing capabilities available in Loyalty Management, what should the consultant do to fulfill this business requirement?

- A. Create and implement a feature-rich Loyalty Member Mobile App
- B. Install the Salesforce Loyalty Member Mobile App
- C. Enable Experience Cloud and customize the Loyalty Member Portal
- D. Configure either Service Cloud or Sales Cloud to establish the customer mobile experience

Answer: C

Explanation:

To provide Cloud Kicks' customer base, who are heavy mobile users, with access to member program information, the consultant should Enable Experience Cloud and customize the Loyalty Member Portal (A).

Experience Cloud (formerly known as Community Cloud) allows for the creation of branded, mobile-responsive portals that can be customized to meet specific business needs, including providing loyalty program members with access to their program information, account status, rewards, and more. This approach leverages existing Salesforce capabilities and does not require the development of a new mobile app, making it a cost-effective and efficient solution.

NEW QUESTION # 40

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. CLAAnalytics base admin
- B. CRM Analytics User
- C. Data pipeline user
- D. Loyalty Analytics User

Answer: A

NEW QUESTION # 41

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

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

Answer: B,D

NEW QUESTION # 42

A company is designing a new Loyalty Program to reward its members based on purchases and short-term and long-term engagement with the program.

Which two types of currency does Salesforce Loyalty Management offer out-of-the-box that can be configured to accomplish the company's Loyalty Program objectives?

- A. Non-Qualifying Points and Qualifying Points
- B. Fixed Model and Qualifying Points
- C. Non-Qualifying Points and Activity Points
- D. Fixed Model and Activity Model

Answer: A

Explanation:

Salesforce Loyalty Management offers two types of currency out-of-the-box that can be configured to accomplish the company's objectives for rewarding members based on purchases and engagement:

Non-Qualifying Points and Qualifying Points (B): Non-Qualifying Points are typically used for redemption purposes, allowing members to redeem these points for rewards or benefits. Qualifying Points, on the other hand, are often used to determine a member's tier or status within the loyalty program, often based on their purchases or engagement activities.

Fixed Model and Activity Model (option A), Activity Points (option C), and Fixed Model in combination with Qualifying Points (option D) are not types of currency offered by Salesforce Loyalty Management. The system specifically uses Non-Qualifying and Qualifying Points to differentiate between points that contribute to tier status and those available for redemption.

Salesforce documentation on Loyalty Management would detail the configuration and use of these currencies within a loyalty program, including how they can be tailored to meet specific program objectives.

NEW QUESTION # 43

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