

SALESFORCE-LOYALTY- MANAGEMENT^{Q&As}

Salesforce Loyalty Management Accredited Professional

**Pass Salesforce SALESFORCE-LOYALTY-
MANAGEMENT Exam with 100% Guarantee**

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.certbus.com/salesforce-loyalty-management.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce
Official Exam Center

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers



QUESTION 1

A Consultant needs to set up a new tier-point reset process for a new Loyalty Program, where the data-processing engine (DE) configuration is required.

How should the Consultant set up the data-processing engine with the least configuration effort?

- A. Create a copy of the reset qualifying points DPE template.
- B. Create a copy of the expire fixed non-qualifying points DPE template.
- C. Create a new data-processing engine from scratch / by first principle.
- D. Create a copy of the expire activity based non-qualifying points DPE template.

Correct Answer: A

To set up a new tier-point reset process for a Loyalty Program with the least configuration effort, the consultant should:

Option A "Create a copy of the reset qualifying points DPE template." This approach leverages existing DPE templates designed for similar purposes, minimizing the need for extensive custom configuration. Reference: Salesforce Loyalty

Management documentation on Data Processing Engine configurations often recommends utilizing and modifying existing templates to streamline setup processes for common tasks like point resets.

QUESTION 2

A Loyalty Management Consultant recently created a new analytics app, but users cannot access the app.

Which two statements correctly describe how to grant proper access on the user details page?

- A. Assign user access to the analytics for Loyalty role.
- B. Assign access by checking CRM Analytics plus user
- C. Assign user access to permission sets for analytics for Loyalty.
- D. Assign the user the analytics profile for analytics for Loyalty.

Correct Answer: AC

To grant users proper access to a newly created analytics app, two steps are required. First, assigning user access to the analytics for Loyalty role ensures that users have the necessary permissions to view and interact with Loyalty-specific

analytics content.

This role typically encompasses permissions tailored to accessing and analyzing data within the context of the Loyalty Management application.

Second, assigning user access to permission sets for analytics for Loyalty is another way to grant targeted access. Permission sets allow for fine-grained control over user permissions, enabling the Administrator to specify exactly what

analytics content a user can access and interact with. By using permission sets, access can be customized to fit the specific needs and roles of different users within the organization.

QUESTION 3

The Management team at Cloud Kicks is required to analyze what earning activities are available in the Loyalty Program. What type of user access does the Management Team need to have this information visible in the reports?

- A. Read, Edit access on Journal Type, Loyalty Member Promotions, and Loyalty Member Benefits Objects
- B. Read. Create access on Journal Type, Loyalty Member Currencies, and Partner Products Objects
- C. Read, View access on Journal Type, Partner Products, and Loyalty Ledgers Objects
- D. Read, View All access on Journal Type, Journal Subtype, and Transaction Journal Objects

Correct Answer: D

To analyze earning activities in the Loyalty Program, Cloud Kicks\ Management team needs:

Option D: "Read, View All" access on the "Journal Type," "Journal Subtype," and "Transaction Journal" Objects. This level of access allows the management team to view comprehensive information about all types of transactions and activities

within the Loyalty Program, including earning activities, enabling detailed analysis and reporting.

Reference: Salesforce Loyalty Management documentation on data access and security settings outlines the importance of appropriate access levels for different user roles to ensure they can view and analyze relevant data within the Loyalty

Program.

QUESTION 4

The Loyalty Administrator for Northern Trail Outfitters (NTO) Insider program defines tier groups - Status Tier Group with a Fixed Model and Period of one year. The three tiers are defined - Silver (base), Gold (next tier), and Platinum (the highest tier).

Qualifying Points reset date is set at December 31,2022, with a frequency of one year. Extend Expiration for this tier group is Qualifying Points Reset Date.

A member joins NTO Insider in the Silver tier and, after a year of engagement, gets upgraded to the Gold tier on March 16, 2023.

Which date would be the new Expiry date for this member after the tier is upgraded to Gold?

- A. December 31. 2023
- B. March 16,2024
- C. December 31,2024
- D. March 31, 2024

Correct Answer: C

For a member who joins the NTO Insider program in the Silver tier and gets upgraded to the Gold tier on March 16, 2023, the new expiry date after the tier upgrade would be December 31, 2024 (C). This is because the tier group is defined with a Fixed Model and a Period of one year, with the Qualifying Points reset date set at December 31, 2022, and a frequency of one year. The Extend Expiration setting being tied to the Qualifying Points Reset Date means that regardless of when the tier upgrade occurs within the year, the expiration of the new tier status aligns with the annual reset date, extending to the end of the following reset period, which would be December 31, 2024. This approach ensures that members who achieve a higher tier partway through the year enjoy the benefits of that tier for the remainder of the current year plus the entire next year, providing a full year's benefit from the point of the annual reset. Salesforce documentation on Loyalty Management would outline the functionality and configuration options for tier groups, tier upgrades, and expiration settings, guiding administrators on setting these up to meet the program's strategic objectives and ensure clarity and fairness for members.

QUESTION 5

A company has an existing Loyalty Program, and the marketing team wants to start awarding 10% discounts and 100 points to new members upon sign-up.

What does the Program Administrator need to do for a new member to earn this promotion?

- A. Create a record triggered flow using Journal Type, Journal SubType, Transaction Journal, and Process O Member Benefit Action
- B. Create a record triggered flow using Journal Type. Journal SubType, Transaction Journal. Credit Points action and Issue Voucher action
- C. Create an autolaunched flow using Transaction Journal, Loyalty Ledger, and Get Loyalty Promotions for Transactions
- D. Create an autolaunched flow using Journal Type. Journal SubType, Transaction Journal, Credit Points ?action, and Issue Voucher action

Correct Answer: B

To award new members with a 10% discount and 100 points upon sign-up, the Program Administrator should:

B: Create a record-triggered flow using Journal Type, Journal SubType, Transaction Journal, Credit Points action, and Issue Voucher action. This flow will automate the process of crediting points and issuing discount vouchers to new members as part of the promotion.

Reference: Salesforce documentation on automation with Flows provides a framework for setting up complex business processes, such as awarding promotional benefits to Loyalty Program members upon specific triggers like sign-up.

QUESTION 6

What are the three required steps in settings up Loyalty promotion with Salesforce CDP and Marketing Cloud?

- A. Send Loyalty Promotion Segments to marketing Cloud
- B. Automatically Add a New Individual Relationship
- C. Activating and Publishing the Segment

- D. Enable Connector Settings on all the Loyalty Objects
- E. Enable Service Connector for Promotion Escalations.

Correct Answer: ACE

Setting up a loyalty promotion with Salesforce CDP (Customer Data Platform) and Marketing Cloud involves several critical steps to ensure seamless integration and functionality. The first step, 'Send Loyalty Promotion Segments to Marketing Cloud,' involves identifying and segmenting your loyalty members in Salesforce CDP and then transferring these segments to Marketing Cloud for targeted marketing efforts. 'Activating and Publishing the Segment' is crucial as it makes the segment available for use within Marketing Cloud, allowing for personalized engagement with the segmented audience. Lastly, 'Enable Service Connector for Promotion Escalations' is essential for ensuring that any promotional activities or escalations are properly managed and communicated between Salesforce CDP, Loyalty Management, and Marketing Cloud, providing a cohesive experience across platforms.

QUESTION 7

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

Correct Answer: AD

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.

QUESTION 8

A Loyalty Manager would like to set up an email-send process in Salesforce Marketing Cloud (SMC) that needs to inform the member via email immediately once a tier change has been applied. The company is using Marketing Cloud Connect.

A solution was proposed to draft a design using a journey process to send the notification email and a new custom object named "Member TierUpdate_c" that stores the members that are qualified for a tier upgrade.

Which data source options within the journey should a Consultant use to fulfill this design?

- A. "Salesforce Data" as the Entry Source, "Loyalty ProgramMember" object as the data source
- B. "Salesforce Data" as the Entry Source, "Contact" object as the data-source
- C. "Data-Extension" as the Entry Source, "LoyaltyProgramTier"
- D. "Salesforce Data" as the Entry Source, "LoyaltyMember Tier"

Correct Answer: D

For integrating a custom object "Member TierUpdate_c" with a journey in Salesforce Marketing Cloud for real-time tier change notifications, the correct data source option is:

Option D "Salesforce Data" as the Entry Source, with the custom object "Member TierUpdate_c" as the data source. This option allows for real-time triggering of journeys in Marketing Cloud based on updates to Salesforce records, in this

case, the "Member TierUpdate_c" object which tracks tier upgrades. Options A and B do not correctly target the custom object designed to track tier changes.

Option C, using a "Data-Extension," would not provide the real-time integration needed for immediate email notifications upon tier changes. Reference: Salesforce Marketing Cloud documentation on journey configuration and Salesforce Data

as an Entry Source provides insights into how Salesforce objects can trigger journeys based on record updates.

QUESTION 9

A new segment in Customer Data Platform (CDP) will be used for sending notification emails to members with the following requirements:

-

The mail is sent on the first day of the month to the members that will have their membership expire at the end of the same month, starting from the 1st of April to 30th of June

-

member's expiry-date are standardized to the last day of the month.

Which two configuration options below should be used for the new segment to fulfill this segmentation requirement?

- A. In "Segment Property", set "Publish Schedule" to "Don't Refresh".
- B. In the Segmentation Rule, Use "LoyaltyProgramMember" as the Direct object, > Operator: "This Month" for the "Membership Expiry Date" attribute.
- C. In the Segmentation Rule, Use "LoyaltyProgramMember" as the Direct object, > Operator: "Next Number of days" = 30 for the "Membership Expiry Date" attribute.

D. In "Segment Property," set "Publish Schedule" to "24 hours" and the appropriate "Start Date" and "End Date"

Correct Answer: BD

For this segmentation requirement, the key is to identify members whose membership will expire at the end of the current month and to ensure the segment is refreshed daily within the specified date range. Option B is correct because using

"This Month" for the "Membership Expiry Date" attribute will accurately segment members whose memberships expire at the end of the current month.

Option D is also correct because setting the "Publish Schedule" to "24 hours" ensures the segment is refreshed daily, capturing new members meeting the criteria as the month progresses. The "Start Date" and "End Date" should be set from

the 1st of April to 30th of June to match the requirement. Option A is not suitable because "Don't Refresh" would prevent the segment from updating daily, which is necessary to capture new members as their membership expiry dates become

relevant.

Option C using "Next Number of days" = 30 might incorrectly include members whose memberships expire in the next 30 days from the current date, not specifically at the end of the current month.

QUESTION 10

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

Correct Answer: B

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.

QUESTION 11

Northern trail Outfitters (NTO) wants to offer 10% discount on top of the annual summer sale for its Loyalty program customers.

Which two steps must a Consultant take in Loyalty Management to set up this promotion?

- A. Create within the Loyalty Experiences tab a new voucher definition for the summer sales campaign where the Type is Product or Service and the expiration Type is fixed Date.
- B. Create within the Loyalty Experiences tab a new promotion for the Summer Sales campaign where the Loyalty Promotion Type is Standard and the Fulfillment Action is Issue Voucher.
- C. Create within the Loyalty Experiences tab a new Benefit Type for the Summer sale campaign where the Benefit Type Name is standard and the Category type is Issue Voucher.
- D. Create within the Loyalty Experience tab a new voucher tab a new voucher definition where the Type Is Discount Percentage and the Expiration Type is fixed Date.

Correct Answer: BD

To set up a 10% discount on top of the annual summer sale for loyalty program customers in Salesforce Loyalty Management, the consultant must: Create within the Loyalty Experiences tab a new promotion for the Summer Sales campaign where the Loyalty Promotion Type is Standard and the Fulfillment Action is Issue Voucher (B): This step involves setting up a new promotion specifically for the summer sale, defining it as a standard promotion type, and specifying that the fulfillment action for eligible members will be to issue a voucher, which in this case would be the 10% discount voucher. Create within the Loyalty Experience tab a new voucher definition where the Type Is Discount Percentage and the Expiration Type is fixed Date (D): This step involves defining a new voucher that applies a discount percentage (10% in this case) to purchases, with a fixed expiration date to limit the offer to the summer sale period. This ensures that the promotion is time-bound and encourages members to take advantage of the offer during the sale. Options A and C involve creating a voucher definition and a benefit type, respectively, but do not align precisely with the steps required to set up a promotion that includes issuing a discount percentage voucher with a fixed expiration date for a specific campaign like the summer sale. Salesforce Loyalty Management documentation would provide detailed guidance on creating promotions and vouchers, ensuring that loyalty program consultants can effectively design and implement targeted offers to enhance member engagement and sales during key promotional periods.

QUESTION 12

A sports clothing and accessories retailer has a strategic partnership with other businesses that provide sports equipment and outdoor sports experiences. This retailer wants its Loyalty program members to be able to redeem their points when shopping with its redemption partners.

When creating a Loyalty Program partner record, how should an Administrator set up the partners in the Loyalty management application?

- A. Set the program partner type to redemption > Activate > Define the accrual cost per unit.

- B. Set the program partner type to redemption > Activate > Define the redemption cost per unit
- C. Set the program partner type to both > Activate > Define the accrual cost per unit.
- D. Set the program partner type to accrual > Activate > Define the redemption cost per unit

Correct Answer: B

For a retailer looking to allow Loyalty program members to redeem points with redemption partners, the correct setup in Salesforce Loyalty Management involves configuring the partner record as a redemption partner. This includes:

Setting the program partner type to "redemption" to indicate that the partner is involved in the points redemption process.

Activating the partner record to make it available for transactions within the Loyalty Management application.

Defining the redemption cost per unit, which specifies how many points are required for members to redeem specific rewards or benefits from the partner. This setup ensures that Loyalty program members can redeem their points when

shopping with strategic partners, aligning with the retailer's goal of enhancing the value and utility of their Loyalty program.

Reference: Salesforce Loyalty Management documentation on setting up program partners outlines the process of configuring partners for redemption purposes, including specifying partner types and defining redemption costs.

QUESTION 13

When setting up a Loyalty Program what is one of the ways a company can measure member engagement with the Loyalty Program?

- A. Analytics Studio
- B. Qualifying Currency
- C. Transaction Journals
- D. Benefits types

Correct Answer: A

One of the ways a company can measure member engagement with the Loyalty Program is through Analytics Studio. Analytics Studio is a powerful tool within Salesforce that allows organizations to create custom dashboards and reports based on their data. By leveraging Analytics Studio, a company can analyze various aspects of the Loyalty Program, such as member activity, redemption rates, point accumulation, and more. This insight can help identify trends, areas for improvement, and opportunities to enhance member engagement and loyalty.

QUESTION 14

Universal Containers (UC) has defined a points-based Loyalty Program, and the Loyalty members must receive an email with the point balance every time it is updated.

What should the Salesforce Administrator set up to enable a real-time currency model?

- A. Create a Flow to update the Points Balance field
- B. Enable Real-Time Update of Qualifying Points Balance
- C. Enable Real-Time Update of Non-Qualifying Points Balance
- D. Non-Qualifying Points updates happen in real-time by default

Correct Answer: B

To enable real-time updates of point balances in a points-based Loyalty Program, the Salesforce Administrator should:

Option B "Enable Real-Time Update of Qualifying Points Balance." This feature ensures that any changes to a member's qualifying points balance are immediately reflected, allowing for real-time communication of point updates.
Reference:

Salesforce Loyalty Management documentation on point balance management outlines features and configurations for real-time updates of qualifying points balances, ensuring members are promptly informed of changes.

QUESTION 15

A Consultant needs to design a new tier-upgrade process for a new Loyalty Program. The custom object to store the qualified members and a batch job is identified for this process.

Which two components should the Consultant select for this process?

- A. A flow to perform both tier-upgrade rule and tier-upgrade orchestration process
- B. A flow to schedule and process the custom object's pending records and another flow to perform tier-upgrade orchestration process
- C. A flow to perform the tier-upgrade rule and another flow to perform the tier-upgrade orchestration process
- D. A data-processing-engine (DPE) to identify the qualified members

Correct Answer: CD

For designing a new tier-upgrade process in a Loyalty Program, the Consultant should select:

A flow to perform the tier-upgrade rule and another flow to perform the tier-upgrade orchestration process (C): This approach allows for the separation of concerns, where one flow is responsible for evaluating whether members meet the

criteria for a tier upgrade, and another flow is responsible for the actual process of upgrading the member's tier. This modular design improves maintainability and scalability.

A data-processing-engine (DPE) to identify the qualified members (D): The DPE can efficiently process large sets of member data to identify those who qualify for a tier upgrade based on the program's criteria. This component is crucial for

automating the tier-upgrade process at scale, especially in programs with a significant number of members.

Option A combines both processes into a single flow, which could become complex and harder to maintain. Option B suggests using a single flow for scheduling and processing, which might not offer the required flexibility and efficiency for

handling complex tier- upgrade criteria and orchestration.

Salesforce documentation on Loyalty Management provides guidelines on leveraging Flow and DPE for automating and orchestrating various loyalty program processes, including tier upgrades.

[SALESFORCE-LOYALTY-
MANAGEMENT PDF
Dumps](#)

[SALESFORCE-LOYALTY-
MANAGEMENT Exam
Questions](#)

[SALESFORCE-LOYALTY-
MANAGEMENT
Braindumps](#)