

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.leads4pass.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

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 2

A company has an existing Loyalty Program. The Salesforce Administrator has been asked to automate the current redemption process for non-qualifying points based on the products, regions, available dates and tiers. What task does the Administrator need to complete first to implement a decision table for the redemption process?

- A. Create a decision table with input and output values
- B. Create a flow to confirm members have points to redeem
- C. Set the "Is Redeemable" flag on the Loyalty Program Currency
- D. Create an object with fields for storing redemption details

Correct Answer: A

To automate the current redemption process for non-qualifying points based on various criteria like products, regions, available dates, and tiers, the Administrator needs to first Create a decision table with input and output values (A). A decision table in Salesforce Loyalty Management allows for the specification of complex redemption rules and conditions in a structured format, making it the foundational step in automating the redemption process. This table will define how non-qualifying points can be redeemed under different scenarios, serving as the basis for the automated redemption logic.

QUESTION 3

Universal Containers (UC) has a Loyalty Program with a Loyalty Member Portal implemented using the Loyalty Experience Cloud template. UC is planning to launch a new Loyalty Program and wants to retain the same design and functionalities of the existing Loyalty Member Portal.

Which two steps should UC consider during the implementation of the new Loyalty Program?

- A. Assign the existing Loyalty Member Portal to the new Loyalty Program too.
- B. Use existing Experience Cloud components to handle the same design and functionalities.
- C. Create new Experience Cloud Components for the new Loyalty Member Portal.
- D. Create a new Loyalty Member Portal and assign it to the new Loyalty Program.

Correct Answer: BD

When implementing a new Loyalty Program while retaining the design and functionalities of an existing Loyalty Member Portal built with the Loyalty Experience Cloud template, Universal Containers should consider:

Option B: Utilizing existing Experience Cloud components to ensure consistency in design and functionality. This approach leverages the reusable nature of Experience Cloud components, allowing for efficient replication of the portal's look

and feel without the need for extensive redevelopment. Option D: Creating a new Loyalty Member Portal specifically for the new Loyalty Program. This ensures that the new program has a dedicated portal tailored to its unique requirements

while maintaining the desired design and functionalities. This approach allows for customization and scalability, accommodating any program-specific features or requirements.

Reference: Salesforce Experience Cloud documentation emphasizes the reusability of components and the flexibility in creating multiple portals for different purposes, including Loyalty Programs.

QUESTION 4

A new promotion named "Summer Sales" within the Loyalty Program will introduce program members to the promotional campaign and send email communication to the qualified members via Marketing Cloud.

Which the customer Data Platform (CDP) package available, which two options will need to be performed within the org to achieve the required action with minimal configuration effort in mind?

- A. "Add Segments" within the "Promotion Segments" section of the "Summer Sales" Promotion
- B. Add the Segmented "Loyalty program members" to a new "Campaigns".
- C. Create a custom report using "Salesforce reports".
- D. Create a new segment within CDP.

Correct Answer: AD

To introduce program members to the "Summer Sales" promotional campaign and send email communication via Marketing Cloud with minimal configuration effort, the required actions within the org would be:

"Add Segments" within the "Promotion Segments" section of the "Summer Sales" Promotion (A): This action allows for the direct association of specific member segments to the promotion, enabling targeted communication and engagement

with minimal effort.

Create a new segment within CDP (D): By creating a new segment within the Customer Data Platform (CDP), you can easily define and manage the group of loyalty program members who qualify for the "Summer Sales" promotion.

This segment can then be used in conjunction with Marketing Cloud for targeted email campaigns.

Options B and C, involving adding segmented loyalty program members to new campaigns and creating custom reports, are not as directly related to the goal of minimal configuration effort for introducing members to the promotion and

communicating via Marketing Cloud. Salesforce documentation on Loyalty Management, CDP, and Marketing Cloud integration would provide insights into efficiently setting up promotions and communicating with targeted segments of loyalty

program members.

QUESTION 5

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

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

Correct Answer: AB

Within the Salesforce Customer Data Platform (CDP), the Loyalty Program entity is attributed with various fields that help in managing and analyzing the loyalty program's performance. Two essential fields attributed to this entity are Created

Date and Last Modified Date.

The Created Date field records the timestamp when the Loyalty Program entity was initially created in the system, providing a reference point for the program's inception. The Last Modified Date field, on the other hand, keeps track of the most

recent update made to the Loyalty Program entity, offering insights into the program's maintenance and evolution over time.

These fields are crucial for administrative and analytical purposes, allowing businesses to monitor the lifecycle of their loyalty programs and make data-driven decisions based on the program's history and modifications.

QUESTION 6

An Administrator needs to analyze the performance of the Loyalty Program.

What Loyalty Analytics permission does a System Administrator need to set up and customize?

- A. Loyalty Analytics User
- B. CLAAalytics Base Admin
- C. Data Pipeline User
- D. CRM Analytics User

Correct Answer: A

To analyze the performance of the Loyalty Program, a System Administrator needs to set up and customize Loyalty Analytics, which requires the Loyalty Analytics User (A) permission. This permission set enables the administrator to access Loyalty Analytics features, configure reports, and customize dashboards to analyze various aspects of the Loyalty Program's performance, such as member engagement, tier progression, redemption rates, and more. Option B (CLAAalytics Base Admin), Option C (Data Pipeline User), and Option D (CRM Analytics User) refer to different aspects of Salesforce analytics and data management, which, while potentially relevant in broader contexts, are not specifically tailored to the setup and customization of Loyalty Analytics within Salesforce Loyalty Management. Salesforce documentation on Loyalty Management and Analytics would provide guidance on leveraging analytics capabilities to gain insights into Loyalty Program performance, guiding data-driven decision-making and program optimization.

QUESTION 7

An IT Administrator has received a request from the Customer Service team to enable agents to view the Loyalty Program Member information on a Case record in Service Cloud.

What steps should the Administrator take to configure this?

- A. On the Case Page Layout, the Related Record component should be added with the 'First Lookup' selected as the 'Loyalty Program 0 Member'
- B. On the Case Page Layout, the View Member Profile component should be added and the required Related Lists from Loyalty Program ?Member should be selected
- C. On the Case Page Layout, the Loyalty Program Member Related Lists are available and should be directly embedded to show the Loyalty information
- D. On the Case Page Layout, the View Related Membership action should be added to the Highlights panel and the Loyalty information to be displayed should be selected

Correct Answer: B

To enable agents to view Loyalty Program Member information on a Case record in Service Cloud, the IT Administrator should On the Case Page Layout, add the 'View Member Profile' component and select the required Related Lists from Loyalty Program Member (B). This component allows for the display of relevant Loyalty Program Member information directly within the context of a Case record, enhancing the service agent's ability to access pertinent loyalty information while managing customer cases.

QUESTION 8

While designing an experiential Loyalty Program, what are the two recommended objects to be used as a best practice

to track what type of activity the member has with the program?

- A. Loyalty Ledger and Transaction Journal
- B. Loyalty Member Currency and Transaction Journal
- C. transaction Journal Type and Transaction Journal Subtype
- D. Journal Type and Journal Subtype

Correct Answer: D

QUESTION 9

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.

QUESTION 10

Cloud Kicks has been using Loyalty Management, Sales Cloud, and Service Cloud as part of its tech stack to manage its Loyalty Program. The marketing team is interested in implementing Salesforce Marketing Cloud, so Loyalty program members can be informed and engaged with personalized emails sent using Salesforce Marketing Cloud.

Using the least development effort, how can the Loyalty Management Consultant accomplish the necessary integration between Salesforce Marketing Cloud and Loyalty Management platforms?

- A. Install and configure Salesforce Marketing Cloud Contacts Connection
- B. Design Datasets with Dataflows and the Dataset Builder
- C. Create a connected app to integrate Salesforce Loyalty Management and Marketing Cloud via APIs
- D. Install and configure Marketing Cloud Connect to integrate with Loyalty Management

Correct Answer: D

To integrate Salesforce Marketing Cloud with Loyalty Management with minimal development effort, the recommended approach is:

Option D: Installing and configuring Marketing Cloud Connect. This tool facilitates seamless integration between Salesforce CRM platforms, including Loyalty Management, and Salesforce Marketing Cloud, enabling the synchronization of data

and the automation of personalized email campaigns to Loyalty Program members.

Reference: Salesforce Marketing Cloud Connect documentation outlines the installation and configuration process, emphasizing its role in bridging Salesforce CRM data with Marketing Cloud for enhanced customer engagement and communication.

QUESTION 11

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 tier are defined =Silver (base), Golden (next tier), and Platinum (the highest tier)

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 of this member after the tier is upgraded to Gold?

- A. December 31, 2024
- B. March 31 2024
- C. December 31, 2023
- D. March 16, 2020.

Correct Answer: B

The new expiry date for the member after being upgraded to the Gold tier would be March 31, 2024. In Salesforce Loyalty Management, when a member is upgraded to a new tier, the expiry date is set based on the tier's fixed model and period. Since the member was upgraded on March 16, 2023, and the period is one year, the new expiry date aligns with the end of the month following the one-year anniversary of the upgrade, which is March 31, 2024.

QUESTION 12

A loyalty Program has two existing partners, a snacks manufacture and a beverages importer. There are two new products that need to be directly associated with the respective partner products within the loyalty partner product section.

The below products have been added to the system and are available under the product objects.

Chocolate cookies, linked with product category snacks

Green soda from beverage importer

Which two steps should an Administrator take to fulfill task with the least effort?

- A. Add the partner in the lookup on the snack product
- B. Choose 'Category' option and map the Chocolate cookies to the partner.
- C. Add the partner in the Lookup on the Chocolate cookie product.
- D. Choose 'Product' option and map the green soda to the partner

Correct Answer: CD

To associate the new products with their respective partners within the loyalty partner product section, the Administrator should take two steps. For the Chocolate cookies linked with the snack category, the Administrator should add the partner in the Lookup on the Chocolate cookie product. This directly associates the product with the specific partner responsible for the snack category. Similarly, for the Green soda from the beverage importer, the Administrator should choose the 'Product' option and map the Green soda to the partner. This step ensures that the beverage product is correctly associated with the beverage importer, maintaining accurate and organized tracking of partner products within the Loyalty Program. These configurations facilitate seamless management and representation of partner products within the program, enhancing the clarity and efficiency of partner product associations.

QUESTION 13

The Loyalty Program Manager at Northern Trail Outfitters (NTO) has defined a new Promotion in Salesforce Loyalty Management. NTO would like to communicate this new Promotion with its eligible members.

Which two integrated Salesforce applications can facilitate this com

- A. Salesforce Cloud Intelligence
- B. Salesforce Field Service Lightning
- C. Salesforce Customer Data Platform

D. Salesforce Marketing Cloud

Correct Answer: CD

To communicate a new Promotion to eligible Loyalty Program members, Northern Trail Outfitters can utilize integrated Salesforce applications such as:

Option C: Salesforce Customer Data Platform (CDP), which allows for the aggregation and management of customer data, enabling targeted communication based on member attributes and behaviors.

Option D: Salesforce Marketing Cloud, which offers robust email marketing and customer engagement tools. By integrating Loyalty Management data with Marketing Cloud, NTO can create personalized and targeted email campaigns to

inform members about new promotions.

Reference: Salesforce documentation on Customer Data Platform and Marketing Cloud provides guidelines on how these platforms can be integrated with Loyalty Management to enable targeted and personalized communication with Loyalty

Program members.

QUESTION 14

A company has recently rolled out a Loyalty Program with three tiers. The lowest tier is Silver, and the highest tier is Platinum. The company decided to offer Platinum members exclusive access to VIP events.

How should an Administrator configure the Loyalty Program for Platinum members?

- A. Set up Members "Exclusive Access to VIP Events" as a Voucher
- B. Set up Members "Exclusive Access to VIP Events" as a Member Promotion
- C. Set up Members "Exclusive Access to VIP Events" as a Transaction Journal
- D. Set up Members "Exclusive Access to VIP Events" as a Loyalty Tier Benefit

Correct Answer: D

To offer Platinum members exclusive access to VIP events, an Administrator should Set up Members "Exclusive Access to VIP Events" as a Loyalty Tier Benefit (D). Configuring this exclusive access as a tier benefit specifically for Platinum

members allows for clear differentiation of tiers and provides a compelling incentive for members to reach and maintain the Platinum tier. This setup ensures that the highest-tier members receive appropriate recognition and rewards,

enhancing their loyalty and engagement with the program.

Options A (Voucher), B (Member Promotion), and C (Transaction Journal) do not accurately represent the method for providing exclusive event access as a distinct benefit of attaining the Platinum tier within a loyalty program.

QUESTION 15

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. Embed the `Member Summary Embedded Dashboard` 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. Add the `View Member Profile` component on the Contact record

Correct Answer: AC

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.

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

[SALESFORCE-LOYALTY-MANAGEMENT Study Guide](#)

[SALESFORCE-LOYALTY-MANAGEMENT Braindumps](#)