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NEW QUESTION: 1

A Marketing Manager is trying to find a dashboard that shows a reward programs progress but does not see any reports or dashboards with this information.

What does an Administrator need to do to present Loyalty Program data to the Marketing Manager?

- A. Enable CRM Analytics and create a Loyalty app.
- B. Search Salesforce AppExchange for Loyalty Analytics apps.
- C. Modify the Marketing user profile to include permission to run reports.
- D. Create a permission set to run reports and assign it to marketing users.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 2

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

Which two statement correctly describes how to grant proper access on the user details page

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 3

A Consultant will need to create a new voucher definition for a new voucher, wherever the new voucher has the requirements.

A total of two vouchers will be issued to the member.

The first voucher has a face value of \$100, and the second voucher has a face value of \$200.

Both vouchers must be used within three months after the first voucher's disbursement date.

The first voucher will be issued to the members over a period of a month.

Which voucher definition settings will fulfill the new voucher's requirements?

A. Type: Fixed valued, Expiration Type: Period, Expiration Period: 90, expiration Period Unit Month, Face Value: \$300, Partial Redeemable: Checked

B. Type: Fixed valued, Expiration Type: Period, Expiration Period: 3, expiration Period Unit Month, Face Value: \$300, Partial Redeemable: UnChecked

C. Type: Fixed valued, Expiration Type: Period, Expiration Period: 3, expiration Period Unit Month, Face Value: \$300, Partial Redeemable: Unchecked

D. Type: Fixed valued, Expiration Type: Period, Expiration Period: 3, expiration Period Unit Month, Face Value: \$300, Partial Redeemable: Checked

Answer: C (LEAVE A REPLY)

NEW QUESTION: 4

Which Loyalty Management Key Component should be used to quickly aggregate a high volume of data across many Loyalty Management objects?

A. Quick Actions

B. Decision Table

C. Batch Management

D. Data Processing Engine

Answer: D (LEAVE A REPLY)

NEW QUESTION: 5

In which two scenarios should an Administrator use member engagement attributes?

A. Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only.

B. Member is eligible for "Bonus days" if the member constantly spends more than \$500 each month for a year.

C. Member attends three trainings between March 1st and April 30th to get 200 bonus points.

D. Member enrolls in "welcome aboard" promotion for free surprise gift every quarter.

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 6

In order to view the information pertaining to a member's recent transactions and manual adjustments on the Contact record, what are the two suggestions that an IT Administrator should propose to the Member Services team? Select two

- A. Incorporate the 'Member Summary Embedded Dashboard' on the Contact record
- B. Incorporate the Member Service Manager Home Dashboard on the Contact record
- C. Incorporate the 'Transaction Journals' related list on the Contact record
- D. Incorporate the 'View Member Profile' component on the Contact record

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 7

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

Which two statement correctly describes how to grant proper access on the user detail page?

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

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 8

An Administrator must configure a tier point reset for a Loyalty Program to occur once every two years.

Which two setting does the Administrator need to consider in this scenario?

- A. The Loyalty tier group field is populated.
- B. The qualifying point reset date, period, and frequency are set on the tier group.
- C. The Currency type field must correspond to qualifying.
- D. The currency type field must correspond to non-qualifying.

Answer: B,C (LEAVE A REPLY)

Explanation

The two settings that the Administrator needs to consider in this scenario are:

- * B. The qualifying point reset date, period, and frequency are set on the tier group. This setting determines when and how often the qualifying points are reset for all members in the tier group. For example, if the qualifying period is set to two years and the frequency is set to yearly, then the points are reset every year after two years of enrollment¹.
- * C. The Currency type field must correspond to qualifying. This setting ensures that the tier group uses the same currency type as the loyalty program for tier assessment. For example, if the loyalty program uses qualifying points for tier assessment, then the tier group must also use qualifying points as the currency type².

NEW QUESTION: 9

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

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 10

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

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 11

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

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

Answer: C,D ([LEAVE A REPLY](#))

NEW QUESTION: 12

A Customer Support Manager noticed that the customers support team's performance decreased since the company rolled out the Loyalty Program. The customer Support Agents complain that finding information about the Loyalty Program Member takes a lot of the time.

What is the standard solution to display the information regarding the Loyalty? Program Member on the case detail page?

- A. Create a Screen Flow
- B. Embed Loyalty Member Profile Cards
- C. Create formula fields on Case Object
- D. Develop a custom component

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 13

A company has recently rolled out a Loyalty Program with three tiers. The company decided to offer personalized benefits based on customer behavior.

How will the personalized benefits be display for each Loyalty Program member?

- A. On the Loyalty Member Tier Benefit Related List, linked to Loyalty Program Member
- B. On the Transaction Journal Related List, Linked to Loyalty Program Member
- C. On the Voucher Related List, linked to Loyalty Program member
- D. On the Member Benefit Related List, linked to Loyalty Program Member

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 14

What are the three essential steps to establish a Loyalty promotion with Salesforce CDP and Marketing Cloud?

Select three

- A. Enable Service Connector for Promotion Escalations.
- B. Transmit Loyalty Promotion Segments to Marketing Cloud
- C. Enable Connector Settings on all the Loyalty Objects
- D. Automatically Generate a New Individual Relationship
- E. Activate and Publish the Segment

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 15

A large retail company wants to award its customers 500 points when they join the Loyalty Program.

Which two configuration tasks below will be required to enable this type of award?

- A. Create a Benefit that adds 500 points when the new member reaches the Top Platinum Level tier.
- B. Create a Loyalty Partner and associate one of the Partner's products that must be purchased to award the 500 points.
- C. Create a Transaction Journal with an Activity type of "Enrollment" that needs to be created when the customer signs up to join the Loyalty Program.
- D. Create a Process rule that awards 500 points when the Activity Type ='Enrollment'.

Answer: C,D ([LEAVE A REPLY](#))

NEW QUESTION: 16

The VP of Loyalty at Northern Trail outfitters (NTO) Retailers has decided to implement a Loyalty program to increase customer spending and improve customer lifetime value.

Which two features should be configured in Salesforce Loyalty Management?

- A. Loyalty Tiers

- B. Loyalty Segments
- C. Loyalty product Pricing
- D. Member Rewards and Benefits

Answer: A,D (LEAVE A REPLY)

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NEW QUESTION: 17

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. Benefits types
- D. Transaction Journals

Answer: B (LEAVE A REPLY)

NEW QUESTION: 18

A company has recently rolled out a Loyalty Program in the production environment in the Monitor Workflow Services from Setup, the System Administrator noticed that all the Loyalty automations that have Data Processing Engine actions are failing, but the rest of the loyalty automations are working correctly.

What is the root cause of this?

- A. The Default Workflow User is missing the CLAAalytics Base User permission set license
- B. The Default Workflow User is missing the Data Pipelines Base User permission set license
- C. The Default Workflow User is missing the Loyalty Management permission set license
- D. The Default Workflow User is missing the CLAAalytics Base User permission set license

Answer: A (LEAVE A REPLY)

NEW QUESTION: 19

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 or this member after the tier is upgraded to Gold?

A. March 16, 2020.

B. December 31, 2024

B, March 31 2024

C. December 31, 2023

Answer: A (LEAVE A REPLY)

NEW QUESTION: 20

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 Chocolate cookie product.

B. Add the partner in the lookup on the snack product

C. Choose "Category" option and map the Chocolate cookies to the partner.

D. Choose "Product" option and map the green soda to the partner

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 21

Northern Trail Outfitters would like to encourage sustained engagement with its brand over time, the company has created a Promotion that issues a bonus reward to members who make three purchases in a single month.

What type of Loyalty Promotion should the Administrator use?

A. Cumulative Promotion

B. Standard Promotion

C. Aggregate Promotion

D. Joint Promotion

Answer: A (LEAVE A REPLY)

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