Salesforce.Salesforce-Loyalty-Management.v2025-01-28.q60

Exam Code:	Salesforce-Loyalty-Management
Exam Name:	Salesforce Loyalty Management Accredited Professional Exam
Certification Provider:	Salesforce
Free Question Number:	60
Version:	v2025-01-28
# of views:	610
# of Questions views:	600
https://www.freepdfdumps.com/Salesforce.Salesforce-Loyalty-Management.v2025-01-28.q60.html	

NEW QUESTION: 1

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

Answer: B (LEAVE A REPLY)

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.

NEW QUESTION: 2

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
Answer: (SHOW ANSWER)
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.

NEW QUESTION: 3
Universal Container (UC) is developing a points-based Loyalty Program after the last accrual transaction.
How can the Salesforce Administrator set up this expiration model?
A. Set up Expire Activity Based Qualifying Points
B. Set up Expire Fixed Non-Qualifying Points
C. Set up Expire Activity Based Non-Qualifying Points
D. Set up Reset Qualyfing Points
Answer: C (LEAVE A REPLY)
To set up an expiration model based on activity after the last accrual transaction in a points-based Loyalty Program at Universal Container, the Salesforce Administrator should

Set up Expire Activity Based Non-Qualifying Points (C). This expiration model allows non-qualifying points to expire after a certain period of inactivity, meaning no new accrual transactions occur within that timeframe. It encourages ongoing engagement from Loyalty Program members by incentivizing regular transactions to keep their non-qualifying points active.
Option A (Expire Activity Based Qualifying Points) pertains to qualifying points, which are typically used for tier progression and may have different expiration criteria. Option B (Expire Fixed Non-Qualifying Points) refers to a fixed expiration model that does not consider member activity. Option D (Set up Reset Qualifying Points) involves resetting qualifying points, which is a different concept from expiration based on activity.
Salesforce documentation on Loyalty Management would provide insights into configuring various expiration models for points within a Loyalty Program, including activity-based expiration to foster continuous member engagement and transactional activity.

NEW QUESTION: 4
What are the three essential steps to establish a Loyalty promotion with Salesforce CDP and Marketing Cloud?
Select three
A. Transmit Loyalty Promotion Segments to Marketing Cloud
B. Automatically Generate a New Individual Relationship
C. Activate and Publish the Segment
D. Enable Connector Settings on all the Loyalty Objects E. Enable Service Connector for Promotion Escalations.
Answer: (SHOW ANSWER)
To establish a Loyalty promotion with Salesforce CDP (Customer Data Platform) and Marketing Cloud, the three essential steps are:
* Transmit Loyalty Promotion Segments to Marketing Cloud (A): This step involves sharing segmented data from Salesforce CDP to Marketing Cloud, enabling targeted marketing campaigns based on loyalty promotion criteria.
* Activate and Publish the Segment (C): Once the segments are defined and populated with the relevant Loyalty Program Members, the segment needs to be activated and published to be used in campaigns and promotions within Marketing Cloud.
* Enable Connector Settings on all the Loyalty Objects (D): This involves configuring the integration between Salesforce CDP, Loyalty Management, and Marketing Cloud by enabling the necessary connector settings, ensuring seamless data flow and communication between these platforms for the promotion.
Option B (Automatically Generate a New Individual Relationship) and E (Enable Service Connector for Promotion Escalations) are not directly related to the essential steps for establishing a loyalty promotion with Salesforce CDP and Marketing Cloud.

NEW QUESTION: 5

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 Member Benefit Related List, linked to Loyalty Program Member
C. On the Transaction Journal Related List, Linked to Loyalty Program Member
D. On the Voucher Related List, linked to Loyalty Program member
Answer: B (LEAVE A REPLY)
Personalized benefits for each Loyalty Program member can be displayed On the Member Benefit Related List, linked to Loyalty Program Member (B). This related list can be configured on the Loyalty Program Member page layout to show the specific benefits that a member is entitled to, based on their tier and personalized criteria. This setup allows for a clear and organized display of benefits, making it easy for members and administrators to understand the perks associated with each member's status.

NEW QUESTION: 6
Loyalty Management enables the onboarding and managing of cross-industry program partners to increase member engagement with the Loyalty program. The consultant needs to add a program partner.
Which fields are required to set up a partner?
A. Name, Partnership Start Data, Industry, Status, Billing Type
B. Name, Program, Program Partnership Category, Type, Billing Type
C. Name, Partnership Start Data, Billing Type, Status, Type
Answer: B (LEAVE A REPLY)
D, Name, Partnership Start Data, Industry, Status, Type
Explanation:
When adding a program partner in Salesforce Loyalty Management, the required fields include:
Name, Program, Program Partnership Category, Type, Billing Type (B): This combination of fields ensures that a program partner is properly defined and categorized within the Loyalty Management system.
Name: Identifies the partner within the loyalty program.
Program: Links the partner to a specific loyalty program.
Program Partnership Category: Categorizes the partner according to the nature of the partnership (e.g., accrual, redemption).
Type: Defines the nature of the partnership, such as whether the partner is involved in point accrual, redemption, or both.
Billing Type: Specifies how the partner is billed, which could be related to transaction fees, membership fees, or other financial arrangements.

Options A, C, and D include fields like "Partnership Start Data," "Industry," and "Status," which, while important, are not the core required fields for initially setting up a program partner in Salesforce Loyalty Management.
Salesforce Loyalty Management documentation provides comprehensive details on setting up program partners, including the required fields and best practices for managing partnerships to enhance member engagement and program value.

NEW QUESTION: 7
What three types of vouchers can be configured in Loyalty Management?
A. Promo Code
B. Discount Percentage
C. Fixed Value
D. Gift Card
E. Product or Service
Answer: A,B,C (LEAVE A REPLY)
In Salesforce Loyalty Management, the types of vouchers that can be configured include:
Promo Code (A): This voucher type allows members to redeem a code for a specific offer or discount, typically used in marketing promotions and online purchases.
Discount Percentage (B): This type of voucher provides a percentage-based discount on products or services, offering flexibility in creating varied promotional offers for loyalty program members.
Fixed Value (C): Fixed Value vouchers offer a specific monetary value that can be applied as a discount or credit towards purchases, providing a straightforward benefit to loyalty program members.
The option D, "Gift Card," and E, "Product or Service," while potentially part of a loyalty program's offerings, are not classified as voucher types within the standard configurations of Salesforce Loyalty Management. Vouchers are typically used for discounts or special offers rather than representing a stored monetary value or specific products/services.
The Salesforce Loyalty Management documentation would include detailed information on configuring and managing different types of vouchers, ensuring that loyalty program administrators can effectively create and offer a variety of benefits to meet their program's goals and member needs.

NEW QUESTION: 8
How should a Loyalty Management consultant integrate Marketing Cloud with Loyalty Management in order to create journeys for promotions?
A. Use Marketing Cloud Server-Side JavaScript
B. Use Custom Apex code via a middleware ETL tool
C. Use Salesforce Customer Data Platform
D. Use Marketing Cloud Connect
Answer: D (LEAVE A REPLY)

To integrate Marketing Cloud with Loyalty Management for creating journeys for promotions, the most effective method is:
Option D "Use Marketing Cloud Connect." Marketing Cloud Connect integrates Salesforce CRM data with Marketing Cloud, allowing for the creation of targeted, personalized journeys based on Salesforce data, including Loyalty Management data.

NEW QUESTION: 9

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

To present Loyalty Program data to the Marketing Manager, an Administrator needs to enable CRM Analytics and create a Loyalty app within it. CRM Analytics (formerly Einstein Analytics) allows for the creation of custom analytics apps that can visualize and analyze data from various sources, including Salesforce Loyalty Management. By creating a Loyalty app within CRM Analytics, the Administrator can design dashboards and reports specifically tailored to the needs of the Marketing Manager, providing insights into the reward program's progress and effectiveness.

NEW QUESTION: 10

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 the user the analytics profile for analytics for Loyalty.
B. Assign user access to permission sets for analytics for Loyalty.
C. Assign user access to the analytics for Loyalty role.
D. Assign access by checking CRM Analytics plus user
Answer: B (LEAVE A REPLY)

NEW QUESTION: 11

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. Activate and Publish the Segment
E. Automatically Generate a New Individual Relationship
Answer: A,D,E (LEAVE A REPLY)

NEW QUESTION: 12
Using extensive Data Processing Engine jobs to modify Salesforce data at scale, which two limits should be monitored?
A. Record Storage Limits
B. Batch Limit in Bulk Api
C. Data Pipeline Limits
D. Apex Governor Limits
Answer: A,C (LEAVE A REPLY)
When using extensive Data Processing Engine (DPE) jobs to modify Salesforce data at scale, the two limits that should be monitored are:
Option A "Record Storage Limits," as extensive data processing and modification can significantly impact the volume of data stored in Salesforce, potentially reaching storage capacity limits.
Option C "Data Pipeline Limits," since DPE jobs involve data processing tasks that may be constrained by the limits of Salesforce's data processing capabilities and resources.

NEW QUESTION: 13
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
Answer: (SHOW ANSWER)
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.

NEW QUESTION: 14

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 Member Benefit Related List, linked to Loyalty Program Member

B. On the Loyalty Member Tier Benefit Related List, linked to Loyalty Program Member

C. On the Transaction Journal Related List, Linked to Loyalty Program Member

D. On the Voucher Related List, linked to Loyalty Program member

Answer: B (LEAVE A REPLY)

NEW QUESTION: 15

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 formula fields on Case Object

B. Create a Screen Flow

C. Embed Loyalty Member Profile Cards

D. Develop a custom component

Answer: (SHOW ANSWER)

To efficiently display information about the Loyalty Program Member on the case detail page, embedding Loyalty Member Profile Cards is a standard solution. These profile cards are designed to provide a concise and comprehensive view of the member's loyalty information, including membership details, points balance, tier status, and recent transactions, directly within the context of a case. This allows customer support agents to quickly access relevant loyalty information without navigating away from the case record, improving efficiency and enabling better support. Salesforce documentation suggests using embedded components like profile cards to enhance user experience and access to information within record pages.

NEW QUESTION: 16

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 Transaction Journal with an Activity type of "Enrollment" that needs to be created when the customer signs up to join the Loyalty Program.

B. Create a Process rule that awards 500 points when the Activity Type ='Enrollment".

C. Create a Loyalty Partner and associate one of the Partner's products that must be purchased to award the 500 points.
D. Create a Benefit that adds 500 points when the new member reaches the Top Platinum Level tier.
Answer: (SHOW ANSWER)
To award customers 500 points upon joining the Loyalty Program, two key configuration tasks are required. Firstly, a Transaction Journal with an Activity type of 'Enrollment' should be created to record the act of a customer signing up for the Loyalty Program. This transaction journal serves as a record of enrollment activities and is essential for tracking new members.
Secondly, a Process Rule needs to be created that awards 500 points when the Activity Type equals 'Enrollment'. This process rule automates the awarding of points to new members, ensuring that each new enrollment triggers the addition of 500 points to the member's account. This setup ensures a standardized and automated approach to rewarding new members, enhancing the member experience from the outset.

NEW QUESTION: 17
The Loyalty Analytics Base App license provides technical Consultants access to Loyalty analytics data with what limitations?
A. Administrators can analyze up to 10 million rows
B. Administrators can analyze up to 25 million rows
C. Rows do not have an analysis limit, only licenses do
D. Administrators can analyze up to 1 million rows
Answer: A (LEAVE A REPLY)

NEW QUESTION: 18
What are the three essential steps to establish a Loyalty promotion with Salesforce CDP and Marketing Cloud? Select three
A. Transmit Loyalty Promotion Segments to Marketing Cloud
B. Automatically Generate a New Individual Relationship

C. Activate and Publish the Segment
D. Enable Connector Settings on all the Loyalty Objects E. Enable Service Connector for Promotion Escalations.

Answer: A,C,D (LEAVE A REPLY)

To establish a Loyalty promotion with Salesforce CDP (Customer Data Platform) and Marketing Cloud, the three essential steps are:

Transmit Loyalty Promotion Segments to Marketing Cloud (A): This step involves sharing segmented data from Salesforce CDP to Marketing Cloud, enabling targeted marketing campaigns based on loyalty promotion criteria.

Activate and Publish the Segment (C): Once the segments are defined and populated with the relevant Loyalty Program Members, the segment needs to be activated and published to be used in campaigns and promotions within Marketing Cloud.

Enable Connector Settings on all the Loyalty Objects (D): This involves configuring the integration between Salesforce CDP, Loyalty Management, and Marketing Cloud by enabling the necessary connector settings, ensuring seamless data flow and communication between these platforms for the promotion.

Option B (Automatically Generate a New Individual Relationship) and E (Enable Service Connector for Promotion Escalations) are not directly related to the essential steps for establishing a loyalty promotion with Salesforce CDP and Marketing Cloud.

NEW QUESTION: 19

Cloud Kicks has tasked its Loyalty Consultant with setting up its new Loyalty Management platform. The business requirement is to create personalized experiences across its customer journey.

Which solution should the Loyalty Consultant utilize to create personalized customer experiences?

A. Salesforce Sales Cloud
B. Salesforce Marketing Cloud
C. Salesforce Slack
D. Salesforce Order Management System

Answer: (SHOW ANSWER)

To create personalized experiences across Cloud Kicks' customer journey, the Loyalty Consultant should utilize Salesforce Marketing Cloud (B). Marketing Cloud provides a comprehensive suite of marketing tools designed to create personalized customer journeys, segment audiences, and deliver targeted content and communications.

Leveraging Marketing Cloud's capabilities in conjunction with Loyalty Management allows for the creation of highly personalized and engaging experiences for loyalty program members, enhancing customer satisfaction and loyalty.

NEW QUESTION: 20

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

A. Groups are associate with tiers.

B. Accrual type transactions associated with a group can be canceled.

C. Qualifying points can't be transferred to a group.

D. Vouchers can't be issued to groups.

E. Promotions can't offered to groups.

Answer: B,C,D (LEAVE A REPLY)

When creating and managing member groups in Salesforce Loyalty Management, administrators should consider the following key facts:

Groups are associated with tiers (A): This statement is not necessarily true as groups can be created for various purposes, not just tied to specific tiers. Groups can be used to segment members for targeted promotions, communications, or benefits irrespective of their tier status.

Accrual type transactions associated with a group can be canceled (B): This is an important consideration as it implies that transactions contributing to a group's accrual points can be adjusted or canceled if necessary, affecting the group's total points and potentially members' benefits.

Qualifying points can't be transferred to a group (C): This is a critical consideration because it highlights the limitation that individual member's qualifying points cannot be directly transferred into a group's pool of points. This ensures the integrity of qualifying points for tier progression and other individual benefits.

Vouchers can't be issued to groups (D): This is another important consideration. While individual members within a group can receive vouchers, a voucher cannot be issued at the group level. This ensures that benefits are tailored and distributed to individual members, maintaining personalization in the loyalty program.

Promotions can't be offered to groups (E): This statement is incorrect. Promotions can indeed be targeted at specific groups, allowing for more tailored marketing efforts and member engagement strategies within the loyalty program.

References to Salesforce documentation on Loyalty Management would provide detailed guidelines on how to effectively create, manage, and leverage member groups within a loyalty program, ensuring that administrators are well-informed of these considerations.

NEW QUESTION: 21

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 & 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

Answer: (SHOW ANSWER)

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 & 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.

NEW QUESTION: 22

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

Answer: (SHOW ANSWER)

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.

NEW QUESTION: 23

What are the three steps required to complete integration between Loyalty and B2C Commerce Cloud when using the reference cartridge?

A. Configure Loyalty Program preferences for B2C Commerce Site

B. Install Loyalty Management for B2C Commerce Package

C. Configure connected app named B2C Loyalty Connector

D. Configure connected app named B2C Commerce Loyalty Connector

E. Add Loyalty Management for Commerce Cartridge

Answer: A,C,E (LEAVE A REPLY)

To complete the integration between Loyalty and B2C Commerce Cloud using the reference cartridge, the steps required are:

Configure Loyalty Program preferences for B2C Commerce Site (A): This involves setting up specific preferences and configurations within B2C Commerce Cloud to align with the Loyalty Program's requirements.

Configure connected app named B2C Loyalty Connector (C): This step involves setting up a connected app within Salesforce to facilitate secure communication and data exchange between Loyalty Management and B2C Commerce Cloud.

Add Loyalty Management for Commerce Cartridge (E): This involves installing the specific cartridge within B2C Commerce Cloud that integrates with Salesforce Loyalty Management, enabling the Commerce site to utilize loyalty program features.

These steps ensure a seamless integration between Salesforce Loyalty Management and B2C Commerce Cloud, allowing for a unified customer experience across commerce and loyalty program interactions.

NEW QUESTION: 24

Universal Containers has created a new Loyalty Member Portal for a second Loyalty Program that they have recently launched. A member of the first program has enrolled in the second program and has decided to use the same login for both Loyalty Member Portals. The user cannot access the new Loyalty Member Portal.

How can the Loyalty Administrator verify why the user cannot access the second Loyalty Member Portal?

A. Through Workspaces, check if the user profile has access to the new portal.

B. Check if the user has been assigned the Sharing Set for the Second Loyalty Member Portal.

C. Create a new user and new profile for the member.

Answer: A (LEAVE A REPLY)

When a user cannot access a Loyalty Member Portal, the Loyalty Administrator can verify the issue by checking if the user profile has access to the new portal1. This can be done through Workspaces1. The Salesforce admin enables Loyalty Management in the org and users can create profiles and assign permissions to access the loyalty application as appropriate2. If the user profile does not have the necessary permissions, they will not be able to access the portal12. Therefore, it's important to ensure that the user profile has the correct permissions for the new Loyalty Member Portal12.

NEW QUESTION: 25

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. The reset period is defined at the Tier Group level; Loyalty Management will automatically process it every night to ensure efficient point calculation

C. 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

D. Develop an Apex Time Trigger to scan all Member Currencies and reset Qualifying points every time a reset period has expire

Answer: (SHOW ANSWER)

NEW QUESTION: 26

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

Answer: (SHOW ANSWER)

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.

NEW QUESTION: 27

A customer from an airline Loyalty program purchases a ticket, which will accrue qualifying and non-qualifying points according to the Loyalty rules.

Which two automations can be used to set up transactions and points accrual?

A. Evaluation Flow

B. Autolaunched Flow (No Trigger)

C. Schedule-Triggered Flow

D. Screen Flow

Answer: A,C (LEAVE A REPLY)

In the context of Salesforce Loyalty Management, when setting up transactions and points accrual for a customer purchasing a ticket in an airline loyalty program, the appropriate automations are Evaluation Flow and Schedule-Triggered Flow.
Evaluation Flow: This automation can be set up to evaluate transactions as they occur, applying loyalty program rules to determine if the transaction qualifies for point accrual and, if so, how many points should be awarded. This is crucial for real-time processing and immediate feedback to loyalty program members.
Schedule-Triggered Flow: This type of automation is used to evaluate transactions on a scheduled basis, which can be daily, weekly, or any other predefined schedule. It is useful for batch processing transactions, such as nightly batch jobs that process all transactions from the day and apply loyalty points accordingly.
The use of Autolaunched Flow (No Trigger) and Screen Flow would not be as appropriate in this scenario. Autolaunched Flows without a trigger require manual initiation or a programmatic event, which might not be efficient for real-time transaction processing. Screen Flows are interactive and require user input, which is not suitable for automated transaction and points accrual processing.
References to official Salesforce documentation on flows and automation in Salesforce Loyalty Management would provide further insights into how these automations can be set up and utilized effectively.

NEW QUESTION: 28
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A. Autolaunched Flow (No Trigger)
B. Evaluation Flow
C. Schedule-Triggered Flow
D. Screen Flow
Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 30
Northern Trail Outfitters wants to show member information in its member portal hosted outside of Salesforce.
What is a prerequisite for using Loyalty APIs to fetch the member information?
A. Create a Connected App in Platform
B. Create customer integration code
C. Create Data Processing jobs
D. Create custom objects in Loyalty
Answer: B (LEAVE A REPLY)

NEW QUESTION: 31
A company has decided to use Loyalty Management for customer retention, which will lead to increased revenue. Based on market research, the company decided to make the points available for its Loyalty Program Members after the return period of 14 days is over.
What is the best solution to meet the company's business requirements?
A. Install App Exchange
B. Enable Pending Points
C. Enable Deferred Points
D. Enable Escrow Points
Answer: C (LEAVE A REPLY)

To meet the company's business requirements of making points available for Loyalty Program Members after a return period of 14 days, the best solution is to Enable Deferred Points (C). Deferred points are a feature in Salesforce Loyalty Management that allows points to be earned but not immediately available for redemption, typically used to account for return periods or other conditional delays. By enabling deferred points, the company can ensure that points are only made available after the specified return period has passed, aligning with their business strategy and reducing the risk of point redemption for returned products.

NEW QUESTION: 32
What is the recommended approach to creating a large multi-country, multi-currency, and tier-dependent Redemption Catalogue?
A. Create a Decision Tree using Flows with a leaf for every combination
B. Create a Loyalty Process with different rules to manage every combination
C. Create a Decision Table and define the Redemption Catalogue as business rules.
D. Create an Apex Class and implement a Redemption Catalogue engine.
Answer: (SHOW ANSWER)
For creating a large multi-country, multi-currency, and tier-dependent Redemption Catalogue, the recommended approach is to Create a Decision Table and define the Redemption Catalogue as business rules (C). A Decision Table allows for the efficient management of complex business rules and conditions, such as those involved in a multi-faceted Redemption Catalogue, providing a clear and structured method for defining redemption options based on various criteria like country, currency, and loyalty tier.

NEW QUESTION: 33
When setting up a Loyalty Program what is one of the ways a company can measure member engagement with the Loyalty Program?
A. Benefits types
B. Transaction Journals
C. Analytics Studio

D. Qualifying Currency
Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 34
A hotel group has finished setting up its Loyalty program and now wants to provide its Loyalty members with live updates about their program membership. They are looking for a solution that lets members view their membership details whenever they want to, and expect that this can be implemented without a need for complex customization.
Using the available product features of Loyalty Management. Which three tasks should an Administrator implement to meet the Hotel group's requirements?
A. Associate the site with the new Hotel Group Loyalty Program using API integration endpoints
B. Associate the site with the new Hotel Group Loyalty Program
C. Connect the website to the hotel's payment gateway
D. Create a site using the Experience Cloud site template called the Loyalty Member Portal
E. Add Loyalty lightning components to the site that show members their Loyalty program details, points balance, recent transactions, and currently assigned tiers.
Answer: B,D,E ([LEAVE A REPLY](#))
To provide live updates to Loyalty members about their program membership, the following tasks should be implemented:
* Associate the site with the new Hotel Group Loyalty Program: This task involves linking the hotel's loyalty program with their website, allowing for seamless access to loyalty program details for members1.
* Create a site using the Experience Cloud site template called the Loyalty Member Portal: Salesforce provides a specialized site template within Experience Cloud specifically designed for loyalty programs. This template, known as the Loyalty Member Portal, is tailored to display loyalty program details, points balance, recent transactions, and tier information2.
* Add Loyalty lightning components to the site: By adding Lightning components to the site, members can view their loyalty program details, points balance, recent transactions, and current tier assignments in real-time. These components are designed to provide a comprehensive overview of a member's status within the loyalty program without the need for complex customizations2.
These steps will ensure that members can view their membership details at their convenience, fostering greater engagement and satisfaction with the hotel group's Loyalty program.

NEW QUESTION: 35
Which Loyalty Management Key Component should be used to quickly aggregate a high volume of data spread across many Loyalty Management objects?
A. Batch Management

B. Decision Table
C. Quick Actions
D. Data Processing Engine
Answer: D (LEAVE A REPLY)
The Data Processing Engine is the key component in Salesforce Loyalty Management for quickly aggregating a high volume of data spread across many Loyalty Management objects. It is designed to efficiently process and manage large datasets, enabling the aggregation, analysis, and application of loyalty data across the platform. This capability is essential for handling the complex data structures and high transaction volumes typical of loyalty programs, ensuring accurate and up-to-date loyalty information.

NEW QUESTION: 36
What is a business use case for integrating Marketing Cloud Personalization with Loyalty Management?
A. To be able to send personalized marketing emails in batches.
B. To enable the purchasing of products and take payment.
C. To offer promotions in real-time to customers.
D. To create unified profile from multiple source of truth and build a golden record.
Answer: C (LEAVE A REPLY)

NEW QUESTION: 37
An airline's Loyalty program offers several ways to accrue points, including:
* Enrollment Bonus
* Member Referral
* Flight Purchase
* Additional information on the member profile.
The Salesforce Administrator must classify the different accrual transaction journals.
What should the administrator configure to meet these requirements?
A. Create a custom field on transaction journal object
B. Create a custom field on Loyalty Ledger object
C. Create a Journal Subtype for each case.
D. Create a Journal Type for each case.
Answer: (SHOW ANSWER)

NEW QUESTION: 38
Universal container launched a Loyalty Program. The salesforce Administrator to..... to create a private portal for the Loyalty Program.
What is the last step the Salesforce Administrator must complete?
A. Associate the Loyalty Program with the site
B. Activate the Experience Cloud site
C. Add the relevant Experience Cloud components to the pages

D. Create the Experience Cloud site
Answer: B (LEAVE A REPLY)
The last step the Salesforce Administrator must complete to create a private portal for the Loyalty Program using Experience Cloud is to activate the Experience Cloud site. Activation is the final step that makes the site accessible to users. Once the site is activated, members can access the portal, where they can engage with the Loyalty Program, view their points and tiers, and take advantage of program benefits. Activation is crucial as it transitions the site from a development or staging phase to a live environment.

NEW QUESTION: 39
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. Create a permission set to run reports and assign it to marketing users.
C. Modify the Marketing user profile to include permission to run reports.
D. Search Salesforce AppExchange for Loyalty Analytics apps.
Answer: A (LEAVE A REPLY)

NEW QUESTION: 40
Universal Containers (UC) plans to implement Loyalty Management and change its current strategy of giving benefits to all members equally. UC wants to use its Loyalty program to build a network of brand advocates-people who are willing to endorse the UC brand because of positive experiences.
Which three ways can Loyalty Management help to fulfill the new strategy?
A. Send promotions at the right time to the right program members using Salesforce CDP's market segmentation capabilities
B. Define a transactional point-based program, in which one point is earn for every dollar spent
C. Create a Loyalty program tier with member benefits to keep customers engaged.
D. Issue tickets to a concert to any Loyalty member that posts a product review on social media
E. Maintain a Loyalty solution on separate systems (Loyalty Management for accruals and an External Analytics system) to ensure data integrity
Answer: A,C,D (LEAVE A REPLY)
Salesforce Loyalty Management can help Universal Containers build a network of brand advocates and fulfill their new strategy in the following ways:
Send promotions at the right time to the right program members using Salesforce CDP's market segmentation capabilities (A): Leveraging CDP for segmentation allows for targeted

communication and promotional offers, engaging members with personalized experiences that can foster brand advocacy.
Create a Loyalty program tier with member benefits to keep customers engaged (C): Implementing tiered loyalty programs with exclusive benefits can incentivize members to engage more deeply with the brand, earning rewards that make them more likely to advocate for the brand.
Issue tickets to a concert to any Loyalty member that posts a product review on social media (D): This approach directly engages members in brand advocacy by rewarding them for sharing their positive experiences on social media, effectively turning satisfied customers into vocal supporters.
Option B (Define a transactional point-based program) is a common loyalty program feature but does not directly contribute to building a network of brand advocates. Option E (Maintain a Loyalty solution on separate systems) does not specifically address the strategy of fostering brand advocacy through personalized experiences and engagement.

NEW QUESTION: 41
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. Member Rewards and Benefits
B. Loyalty Segments
C. Loyalty product Pricing
D. Loyalty Tiers
Answer: ([SHOW ANSWER])
When designing an experiential Loyalty Program, the recommended objects to use for tracking member activities with the program are:
Loyalty Ledger & Transaction Journal (A): The Loyalty Ledger tracks the overall balance of a member's points or currencies, while the Transaction Journal records all point-related transactions, including accruals, redemptions, and adjustments. Together, these objects provide a comprehensive view of a member's interactions and engagements with the loyalty program.
Journal Type & Journal Subtype (D): These objects allow for the categorization and sub-categorization of transactions within the Transaction Journal, making it possible to track different types of member activities and engagements within the program, such as event attendance, purchases, or other actions.
Options B (Loyalty Member Currency & Transaction Journal) and C (Transaction Journal Type & Transaction Journal Subtype) are partially correct but do not fully capture the recommended best practices for tracking member activities in an experiential loyalty program.

Salesforce documentation on Loyalty Management would detail the use of these objects and best practices for tracking and managing member activities within a loyalty program, ensuring a rich and engaging member experience.

NEW QUESTION: 42

For the integration of Loyalty Management and Service Cloud, which two methods should a Technical Consultant use for associating a Loyalty Program Member with a Case?

A. Add the loyalty Program Members' related list on the Case page layout

B. Add the 'Create Case' action on the Loyalty Program Member page layout

C. Add the 'Associate Program Member' action on Case page layout

D. Add the 'Cases' related list on the Loyalty Program Member page layout

Answer: A,D (LEAVE A REPLY)

For integrating Loyalty Management and Service Cloud, a Technical Consultant should use the following methods to associate a Loyalty Program Member with a Case:

Add the Loyalty Program Members' related list on the Case page layout (A): This allows agents to view and access loyalty program member information directly from a Case record.

Add the 'Cases' related list on the Loyalty Program Member page layout (D): This enables the viewing and management of cases related to a specific loyalty program member from their loyalty member record.

These configurations enhance the integration between Loyalty Management and Service Cloud, providing a seamless experience for service agents handling loyalty program members' inquiries and cases.

NEW QUESTION: 43

The Loyalty Analytics Base App license provides technical Consultants access to Loyalty analytics data with what limitations?

A. Rows do not have an analysis limit, only licenses do

B. Administrators can analyze up to 25 million rows

C. Administrators can analyze up to 1 million rows

D. Administrators can analyze up to 10 million rows

Answer: D (LEAVE A REPLY)

The Loyalty Analytics Base App license allows technical Consultants to access Loyalty analytics data with the limitation that administrators can analyze up to 10 million rows (D). This limitation is set to ensure system performance and scalability while providing sufficient data analysis capabilities for most loyalty program needs. Salesforce documentation on Loyalty Management and its integration with analytics tools would detail these limitations and provide best practices for managing and analyzing loyalty data within these constraints.

NEW QUESTION: 44

How is Loyalty Management data, including Loyalty Program, Loyalty Tier, and Member Benefits made available in Salesforce CDP?
A. Configure Loyalty data in the CDP through S3 buckets (Cloud).
B. Configure the Loyalty Data Accelerator Package.
C. Ensure Loyalty data is enabled and mapped in the CDP daily.
D. Configure Loyalty Management Bundle Data Mappings.
Answer: D (LEAVE A REPLY)
Loyalty Management data, including Loyalty Program, Loyalty Tier, and Member Benefits, is made available in Salesforce CDP through Configure Loyalty Management Bundle Data Mappings (D). This approach involves setting up specific data mappings within Salesforce CDP to ensure that data from Loyalty Management is correctly ingested, transformed, and made available within CDP for further analysis and segmentation.

NEW QUESTION: 45
A company has recently rolled out a Loyalty Program. The customer support agents need to manually adjust the points for Loyalty Program Members.
On which three Loyalty pages will customer support agents be able to adjust points?
A. Loyalty Program Member page
B. Loyalty Program Member Related List
C. Transaction Journal
D. Account page
E. Contact page
Answer: A,B,C (LEAVE A REPLY)
Customer support agents can manually adjust points for Loyalty Program Members on the following pages:
* Loyalty Program Member page (A): This is the primary interface for viewing and managing individual loyalty program members, including adjusting their points as needed.
* Loyalty Program Member Related List (B): This related list, found on related records such as accounts or contacts, provides access to loyalty program member information, including point adjustments.
* Transaction Journal (C): The Transaction Journal records all point transactions for loyalty program members, allowing customer support agents to make manual adjustments to points as necessary.
Options D (Account page) and E (Contact page) may provide indirect access to loyalty program member information but are not the primary interfaces for adjusting loyalty program points.
Salesforce documentation on Loyalty Management would detail the interfaces and processes for managing loyalty program members' points, including the roles and permissions required for customer support agents to make adjustments.

NEW QUESTION: 46

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
Answer: C,D (LEAVE A REPLY)
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.

NEW QUESTION: 47
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 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.
Answer: (SHOW ANSWER)
To enable users to access a new analytics app, it's crucial to assign them the appropriate roles and permission sets. Assigning user access to the analytics for Loyalty role ensures that users are granted the necessary permissions to view and interact with the Loyalty analytics content. This role is designed to encompass the permissions required for accessing and analyzing Loyalty-specific data.
Additionally, assigning user access to permission sets for analytics for Loyalty is an effective way to provide access. Permission sets offer a flexible and granular approach to managing user permissions, allowing Administrators to specify the exact capabilities each user should have within the analytics app. This method ensures that users have access to the appropriate analytics tools and data relevant to their roles and responsibilities within the Loyalty program.

NEW QUESTION: 48
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 Benefit Type for the Summer sale campaign where the Benefit Type Name is standard and the Category type is Issue Voucher.
B. 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.
C. 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.
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.
Answer: B (LEAVE A REPLY)

NEW QUESTION: 49
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
Answer: D (LEAVE A REPLY)
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.

NEW QUESTION: 50
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
Answer: C,D (LEAVE A REPLY)
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.

NEW QUESTION: 51

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

Answer: A,C (LEAVE A REPLY)

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.

NEW QUESTION: 52

A Loyalty Program Manager has proposed a new promotion with the following redemption requirements on their non-qualifying points for the two respective tiers.

* for Gold-tier members, a single non-qualifying point is equal to $2 if the total purchase value is $200 or more.

* for Gold-tier members, a single non-qualifying point is equal to $1 if the total purchase value is less than
$200.

* for Gold-tier members, a single non-qualifying point is equal to $1, irrespective of the total value of the purchase.

Considering the above requirements, which three redemption rule options should be selected for the proposed promotion?

A. "Blue" tier member with any transaction amount, then "Outcome": non-qualifying point deduction = transaction amount.
B. "Blue" tier member with any transaction amount is <= $200, then "Outcome"; non-qualifying point deduction = transaction amount.
C. "Gold" tier member with the transaction amount is >= $200, then "Outcome": tier-qualifying multiplier
=2
D. "Gold" tier member with the transaction amount is >= $200, then "Outcome": non-qualifying point deduction = transaction amount / 2.
E. "Gold" tier member with the transaction amount is >= $200, then "Outcome": non-qualifying point deduction = transaction amount.
Answer: A,D,E (LEAVE A REPLY)

NEW QUESTION: 53
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. Enable Connector Settings on all the Loyalty Objects
D. Enable Service Connector for Promotion Escalations.
E. Activating and Publishing the Segment
Answer: B,C,E (LEAVE A REPLY)

NEW QUESTION: 54
Universal container launched a Loyalty Program. The salesforce Administrator to..... to create a private portal for the Loyalty Program.
What is the last step the Salesforce Administrator must complete?
A. Add the relevant Experience Cloud components to the pages
B. Activate the Experience Cloud site
C. Associate the Loyalty Program with the site
D. Create the Experience Cloud site
Answer: B (LEAVE A REPLY)

NEW QUESTION: 55
Northern Trail Outfitters wants to show member information in its member portal hosted outside of Salesforce.
What is a prerequisite for using Loyalty APIs to fetch the member information?
A. Create custom objects in Loyalty
B. Create a Connected App in Platform
C. Create customer integration code
D. Create Data Processing jobs

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

For Northern Trail Outfitters to display member information in its external member portal, a crucial prerequisite is the creation of a Connected App in Salesforce Platform. This Connected App facilitates secure API access to Salesforce data, including Loyalty Management information, by providing an authentication and authorization framework.
By setting up a Connected App, Northern Trail Outfitters can establish a secure connection between its external member portal and Salesforce, enabling the retrieval of member information through Loyalty APIs. This setup ensures that the external portal can access up-to-date loyalty data, such as member points, tier status, and transaction history, in a secure and controlled manner, enhancing the member experience outside of Salesforce.

NEW QUESTION: 56

What three types of vouchers can be configured in Loyalty Management?

A. Promo Code
B. Discount Percentage
C. Fixed Value
D. Gift Card
E. Product or Service

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

In Salesforce Loyalty Management, the types of vouchers that can be configured include:
* Promo Code (A): This voucher type allows members to redeem a code for a specific offer or discount, typically used in marketing promotions and online purchases.
* Discount Percentage (B): This type of voucher provides a percentage-based discount on products or services, offering flexibility in creating varied promotional offers for loyalty program members.
* Fixed Value (C): Fixed Value vouchers offer a specific monetary value that can be applied as a discount or credit towards purchases, providing a straightforward benefit to loyalty program members.
The option D, "Gift Card," and E, "Product or Service," while potentially part of a loyalty program's offerings, are not classified as voucher types within the standard configurations of Salesforce Loyalty Management.
Vouchers are typically used for discounts or special offers rather than representing a stored monetary value or specific products/services.
The Salesforce Loyalty Management documentation would include detailed information on configuring and managing different types of vouchers, ensuring that loyalty program administrators can effectively create and offer a variety of benefits to meet their program's goals and member needs.

NEW QUESTION: 57

A Loyalty Manager would like to monitor members' tier history in the dashboards from Analytics Studio App.

Which two fields need to be enabled in field history tracking in the Loyalty Member Tier object for this to be achieved?
A. Loyalty Tier Group
B. Change Reason Type
C. Loyalty Tier
D. Reason for Change
Answer: B,D (LEAVE A REPLY)
To monitor members' tier history in the dashboards from the Analytics Studio App, the two fields that need to be enabled in field history tracking on the Loyalty Member Tier object are:
Change Reason Type (B): This field captures the type of change (e.g., manual adjustment, system-generated change) that led to the tier change, providing context for the tier history.
Reason for Change (D): This field provides specific reasons for the tier change, offering detailed insights into why a member's tier was adjusted, which is valuable information for analyzing member behavior and program effectiveness.
Option A (Loyalty Tier Group) and Option C (Loyalty Tier) are important fields for understanding tier structures and member status, but they do not specifically relate to tracking changes or the reasons behind tier history, which are crucial for analytical purposes.
Salesforce documentation on Loyalty Management and Analytics would provide guidance on configuring field history tracking and leveraging Analytics Studio to create insightful dashboards that monitor and analyze members' tier history, aiding in strategic decision-making and program optimization.

NEW QUESTION: 58
A total group wants to implement a Loyalty program that gives its members points based on the numbers of nights per stay each time members visit one of its hotels.
Once a customer reaches 1000 points, members can redeem points with any hotel within the hotel group. The points can be converted to cover the cost of one night's stay on the next visit. The hotel group hopes this incentive will encourage its members to book more frequently, increasing revenue.
Which type of currency should a Loyalty Consultant use to set up the Loyalty program to accomplish the hotel group's goals?
A. Tier Qualifying Points
B. Non-Qualifying Points
C. Non-Qualifying and Qualifying Points
D. Qualifying Points
Answer: B (LEAVE A REPLY)

NEW QUESTION: 59

Loyalty Management enables the onboarding and managing of cross-industry program partners to increase member engagement with the Loyalty program. The consultant needs to add a program partner.

Which fields are required to set up a partner?

A. Name, Program, Program Partnership Category, Type, Billing Type

B. Name, Partnership Start Data, Billing Type, Status, Type

C. Name, Partnership Start Data, Industry, Status, Type

D. Name, Partnership Start Data, Industry, Status, Billing Type

Answer: C (LEAVE A REPLY)

NEW QUESTION: 60

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. Extend Expiration = member enrollment anniversary

B. Tier-model = fixed

C. Tier-model = anniversary

D. Extend Expiration = no extension

Answer: (SHOW ANSWER)

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.