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**QUESTION 1**

What is a business use case for integrating Marketing Cloud Personalization with Loyalty Management?

- A. To enable the purchasing of products and take payment.
- B. To create unified profile from multiple source of truth and build a golden record.
- C. To be able to send personalized marketing emails in batches.
- D. To offer promotions in real-time to customers.

Correct Answer: D

Integrating Marketing Cloud Personalization with Loyalty Management serves the crucial business use case of offering real-time promotions to customers. This integration allows for the dynamic presentation of personalized offers and promotions to loyalty members based on their current interactions, preferences, and loyalty status. By leveraging real-time data and personalized content, businesses can enhance customer engagement, encourage repeat purchases, and foster a deeper connection with their brand, ultimately driving loyalty program success and customer satisfaction.

QUESTION 2

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

Correct Answer: BD

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.

QUESTION 3

A member reaches out to the Member Services team regarding points that have expired and requests to restore them.



The Loyalty program has a fixed model expiration for non-qualifying points.

How should the Member Services Agent restore the expired points and also set them to expire in the next two months?

- A. Delete the transaction journal that expired the points and re-run the expiration DataProcessing Engine job after two months
- B. Use 'Adjust Points' action on Loyalty Program Member page to credit points and select the Points Expiration Date as two months from the current date
- C. Edit the 'Credit' ledgers corresponding to the points that expired and extend the expiration date to two months from the current date
- D. Edit the Loyalty Member Currency record to restore the Points Balance and set the 'NextExpirationDate' field to two months from the current date

Correct Answer: B

To restore expired points for a member in a Loyalty program with a fixed model expiration for non-qualifying points and set them to expire in the next two months, the Member Services Agent should:

Use 'Adjust Points' action on Loyalty Program Member page to credit points and select the Points Expiration Date as two months from the current date (B): This action allows for the direct adjustment of the member's points balance, including

the ability to specify a new expiration date for the credited points. It's a straightforward and effective way to restore expired points and set a new expiration date, aligning with the member's request. Deleting the transaction journal that expired

the points (option A), editing the 'Credit' ledgers (option C), or editing the Loyalty Member Currency record (option D) are not standard practices for restoring expired points and setting a new expiration date in Salesforce Loyalty Management.

Salesforce documentation on Loyalty Management would detail the process for adjusting points, including how to handle requests for restoring expired points and setting new expiration dates, ensuring member satisfaction and program

integrity.

QUESTION 4

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

Correct Answer: B



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.

QUESTION 5

What is the most efficient way to automatically reset qualifying points for high volume Loyalty Programs?

- A. The reset period is defined at the Tier Group level; Loyalty Management will automatically process it every night to ensure efficient point calculation
- B. Use the out-of-the-box "Reset Qualifying Points" data processing engine and trigger its execution using, for instance, a Schedule-Triggered Flow.
- C. Create Schedule-Triggered Flow that to be executed every night This flow will scan the expiredresetPeriodat 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

Correct Answer: B

The most efficient way to automatically reset qualifying points for high- volume Loyalty Programs is to use the out-of-the-box "Reset Qualifying Points" data processing engine and trigger its execution using, for instance, a Schedule-Triggered Flow. This method leverages Salesforce's built-in capabilities to manage the reset process without the need for custom code. The data processing engine is designed to handle large volumes of data efficiently, ensuring that the points reset process is completed accurately and timely across all relevant member accounts.

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