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QUESTION 1

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

- A. Member is eligible for "Bonus days" if the member constantly spends more than \$500 each month for a year.
- B. Member attends three trainings between March 1st and April 30th to get 200 bonus points.
- C. Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only.
- D. Member enrolls in "welcome aboard" promotion for free surprise gift every quarter.

Correct Answer: AB

In Salesforce Loyalty Management, member engagement attributes are used to track and reward customer behaviors that are not directly tied to transactions. In the scenarios provided:

Member is eligible for "Bonus days" if the member constantly spends more than \$500 each month for a year (A): This scenario is ideal for using member engagement attributes to track consistent high spending over a year. The attributes can

be used to monitor monthly spending and, once the criteria are met, trigger the bonus days reward.

Member attends three trainings between March 1st and April 30th to get 200 bonus points (B): This is another perfect use case for member engagement attributes. The attributes can be set to track participation in specific events (like training

sessions) and award points when the member meets the attendance requirement.

Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only (C): This scenario is more about transactional behavior combined with tier status, which might not necessarily require the use of engagement

attributes. Instead, this could be managed through regular transactional rules and tier benefits.

Member enrolls in "welcome aboard" promotion for free surprise gift every quarter (D): While engagement attributes could potentially track enrollment in promotions, this scenario seems more straightforward and could be managed through the

promotion and voucher functionalities in Salesforce Loyalty Management without the need for engagement attributes.

Engagement attributes are particularly useful for tracking non-purchase behaviors and engagements, providing a flexible tool to reward members for a wide range of activities, enhancing their loyalty and engagement with the program. The

Salesforce Loyalty Management documentation provides extensive guidance on configuring and using member engagement attributes effectively.

QUESTION 2

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. Qualifying Points
- B. Tier Qualifying Points
- C. Non-Qualifying and Qualifying Points
- D. Non-Qualifying Points

Correct Answer: D

To accomplish the hotel group's goals, a Loyalty Consultant should use Non- Qualifying Points as the currency type for the Loyalty program. Non-Qualifying Points are ideal for rewards that do not contribute to tier progression but can be redeemed for benefits, such as a free night's stay. This setup allows members to earn points based on their stays, which can then be redeemed for rewards within the hotel group, encouraging more frequent bookings and enhancing member loyalty.

QUESTION 3

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.

Correct Answer: ACD

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.

**QUESTION 4**

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.

Correct Answer: AB

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.

QUESTION 5

Universal Container sells sports shoes through on eCommerce system. The Loyalty Program Members earn points in real-time with every purchase made.

How can this be built into Salesforce?

- A. Download an app from the AppExchange to connect Salesforce and the external system.
- B. Create customer web service with Order Object
- C. Create an schedule process to call the external system.
- D. Create with the external system to create Transaction Journals.

Correct Answer: A

To integrate real-time point earning from an external eCommerce system into Salesforce Loyalty Management, utilizing an AppExchange app can be an efficient solution. These apps are designed to bridge Salesforce with external systems, enabling seamless data exchange. When a Loyalty Program Member makes a purchase on the eCommerce platform, the app can facilitate the automatic creation of 'Transaction Journals' in Salesforce, reflecting the earned points in real-time. This approach minimizes the need for custom development, leveraging pre-built solutions to enhance the loyalty



experience and maintain accurate, up-to-date member point balances.

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