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# SALESFORCE-LOYALTY- MANAGEMENT<sup>Q&As</sup>

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**QUESTION 1**

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

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

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

Correct Answer: D

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

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

enhancing their loyalty and engagement with the program.

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

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**QUESTION 2**

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

Correct Answer: ACE

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.

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### QUESTION 3

An Administrator uses Analytics for Loyalty to develop an InApp-Dashboard showing top and bottom agent performers on the Loyalty call center.

Which dashboard readily available through the Analytics Studio tool can be used to track agents' performance based on the number of members assisted, customer satisfaction scores, and modifications?

- A. Program Manager Home Dashboard
- B. Member Services Manager Home Dashboard
- C. Team Performance Dashboard
- D. Loyalty Member Services Dashboard

Correct Answer: D

To develop an InApp-Dashboard showing top and bottom agent performers in the Loyalty call center, the most suitable dashboard available through the Analytics Studio tool is the:

Loyalty Member Services Dashboard (D): This dashboard is designed to track the performance of agents interacting with loyalty program members, including metrics like the number of members assisted, customer satisfaction scores, and

modifications made by agents. It provides insights into agent performance and service quality in the context of loyalty member services. The Program Manager Home Dashboard (option A), Member Services Manager Home Dashboard

(option B), and Team Performance Dashboard (option C) may contain relevant metrics but are not specifically tailored to tracking individual agent performance in the context of loyalty member services.

Salesforce documentation on Analytics for Loyalty would provide information on available dashboards and their intended use cases, including how to customize and leverage them for specific analytical needs, such as tracking call center

agent performance.

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### QUESTION 4

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



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

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

Correct Answer: D

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

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

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

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

communication.

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## QUESTION 5

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

Correct Answer: ABC

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.

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