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2 / 12

QUESTION 1

The Loyalty Program Manager at Northern Trail Outfitters (NTO) has defined a new Promotion in Salesforce Loyalty Management. NTO would like to communicatethisnew Promotion with its eligible members.

Which two integrated Salesforce applications can facilitate this com

A. Salesforce Cloud Intelligence

B. Salesforce Field Service Lightning

C. Salesforce Customer Data Platform

D. Salesforce Marketing Cloud

Correct Answer: CD

To communicate a new Promotion to eligible Loyalty Program members, Northern Trail Outfitters can utilize integrated Salesforce applications such as:

Option C:Salesforce Customer Data Platform (CDP), which allows for the aggregation and management of customer data, enabling targeted communication based on member attributes and behaviors.

Option D:Salesforce Marketing Cloud, which offers robust email marketing and customer engagement tools. By integrating Loyalty Management data with Marketing Cloud, NTO can create personalized and targeted email campaigns to

inform members about new promotions.

Reference: Salesforce documentation on Customer Data Platform and Marketing Cloud provides guidelines on how these platforms can be integrated with Loyalty Management to enable targeted and personalized communication with Loyalty

Program members.

QUESTION 2

Ursa Major Solar has recently rolled out its Loyalty Program. The customer support agents need access to Loyalty Program Member\'s information. The System Administrator at Ursa Major Solar has placed the Loyalty Members Profile Cards on the Lightning Record Page, and all access is granted; however, it is still not visible on the page.

What setting is missing and preventing the visibility of the pages?

A. Setup the Member Summary Embedded Dashboard

B. Setup the Member Preferences Embedded Dashboard

C. Setup the Loyalty Program as Primary

D. Setup the Member NPS Dashboard

Correct Answer: C

In Salesforce Loyalty Management, visibility issues of components such as the Loyalty Members Profile Cards on the Lightning Record Page can often be traced back to configuration settings related to the Loyalty Program itself. While options A, B, and D mention various dashboards (Member Summary, Member Preferences, and Member NPS), these are not directly related to the visibility of profile cards on the Lightning Record Page. The correct setting that is likely missing and preventing the visibility of the Loyalty Members Profile Cards is the configuration of the Loyalty Program as Primary. This setting is crucial because it defines which Loyalty Program is considered the main one for the organization. Without setting a Loyalty Program as Primary, Salesforce might not properly display related components, such as the Loyalty Members Profile Cards, due to a lack of context about which program\'s information should be displayed. In Salesforce, the concept of a "Primary" program is used in various contexts to denote the main or default record among multiple. Similarly, in the context of Loyalty Management, setting a Loyalty Program as Primary ensures that its related data and components are given precedence and are properly displayed in the user interface, including on Lightning Record Pages. For reference, Salesforce documentation on Loyalty Management typically covers the setup and configuration of Loyalty Programs, including how to designate a program as Primary. Although the exact steps can vary based on the Salesforce release and customizations, administrators typically need to navigate to the Loyalty Management settings or related setup area, find the specific Loyalty Program configuration section, and select an option or checkbox to designate a program as the Primary Loyalty Program for the organization.

QUESTION 3

An airline\'s Loyalty program offers several ways to accrue points, including:

1.

Enrollment Bonus

2.

Member Referral

3.

Flight Purchase

4.

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 Type for each case.

D. Create a Journal Subtype for each case.

Correct Answer: C

To classify the different accrual transaction journals based on the various ways members can accrue points, the Salesforce Administrator should create a Journal Type for each case (e.g., Enrollment Bonus, Member Referral, Flight Purchase, Additional Profile Information). Journal Types in Salesforce Loyalty Management are used to categorize transaction journals according to the nature of the transaction, allowing for organized tracking and reporting of different

types of point accrual activities. This configuration facilitates clear differentiation and management of the diverse ways in which members can earn points within the Loyalty Program

QUESTION 4

How should a Loyalty Management consultant integrate Marketing Cloud withLoyalty 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

Correct Answer: D

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.

Reference: Salesforce Marketing Cloud documentation on Marketing Cloud Connect outlines how it enables integration with Salesforce CRM, facilitating the use of CRM data, including Loyalty Management data, in Marketing Cloud journeys.

QUESTION 5

A retailer of sports clothing and accessories is currently looking to roll out a Loyalty Program for its customers and sets up a Loyalty Program using Salesforce Loyalty Management. The retailer has decided to implement four-tier groups that will be associated with the program.

What are the three necessary attributes that need to be defined when setting up tier groups?

A. Qualifying period

B. Fixed Tier Model

C. Tier Period

D. Tier Model

E. Non-Qualifying Period

Correct Answer: ACD

When setting up tier groups in Salesforce Loyalty Management for a sports clothing and accessories retailer, the three necessary attributes to define are:

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5 / 12

Qualifying period (A):This defines the time frame within which the members\\' activities (like purchases or interactions) contribute towards their tier status. It\\'s crucial for determining how member activities are evaluated against tier criteria. Tier

Period (C):This attribute specifies the duration for which a member remains within a particular tier once qualified, before re-evaluation. It\\'s important formaintaining the tier structure over time and for member expectation management.

Tier Model (D):This outlines the basis on which the tiers are structured, such as points accrued, spending amount, or other qualifying activities. It forms the foundation of the tier system, dictating how members progress through different

levels.

Option B, Fixed Tier Model, is not an attribute but a type of Tier Model. Option E, Non- Qualifying Period, is not a standard attribute required for setting up tier groups in Salesforce Loyalty Management.

Salesforce documentation on Loyalty Management would detail the process of setting up tier groups, including the necessary attributes and considerations for effectively structuring a multi-tiered loyalty program.

QUESTION 6

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.

QUESTION 7

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

Correct Answer: AD

When designing an experiential Loyalty Program, the recommended objects to use for tracking member activities with the program are:

Loyalty Ledger and 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 and 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 and Transaction Journal) and C (Transaction Journal Type and 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.

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.

Correct Answer: B

For configuring a tier point reset in Salesforce Loyalty Management that occurs once every two years, the administrator needs to consider:

The qualifying point reset date, period, and frequency are set on the tier group (B):This setting ensures that members\\' qualifying points are reset according to the specified schedule, in this case, every two years. This reset mechanism is

crucial for maintaining the program\\'s competitiveness and encouraging ongoing member engagement.

The option A, "The Loyalty tier group field is populated," is a prerequisite for tier management but not directly related to the reset settings. Options C and D, regarding the Currency type field, are not relevant to the tier point reset settings, as

the resetpertains to the accumulation and expiration of qualifying points within the tier structure, not the currency type.

Salesforce Loyalty Management documentation would provide detailed instructions on configuring tier resets, including the impact of different settings on member tiers and how to communicate changes effectively to maintain member

satisfaction and engagement.

QUESTION 9

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:Fixedvalued,Expiration Type:Period, Expiration Period:3,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: 90, expiration Period Unit Month, Face Value: $300, Partial Redeemable: Checked

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

Correct Answer: A

To fulfill the new voucher\\'s requirements, the voucher definition settings should be: Type: Fixed Value, Expiration Type: Period, Expiration Period: 3, Expiration Period Unit: Month, Face Value: $300, Partial Redeemable: Checked. This configuration ensures that two vouchers with the specified face values can be issued within the defined period and used within three months after the first voucher\\'s disbursement date. The \\'Partial Redeemable\\' option allows the vouchers to be used partially, providing flexibility in how they are redeemed by the members.

QUESTION 10

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8 / 12

Due to the point of Sales (POS) system limitations, the client purchases are sent every night to Loyalty Management as transactions.

What are two benefits a program gets by using Batch Management in this context?

A. Tracks the status and health of batch jobs

B. Process large volumes of transactions

C. Load large volumes of external data coming from external systems

D. Process zip files full of Loyalty Transactions coming from point-of-sales systems

Correct Answer: AB

The benefits of using Batch Management in Salesforce Loyalty Management, especially in the context of processing nightly batches of transactions from a Point of Sales (POS) system, include:

Tracks the status and health of batch jobs (A):This allows program administrators to monitor the progress and success of batch processes, ensuring that transactions are being processed efficiently and any issues are quickly identified and

addressed.

Process large volumes of transactions (B):Batch Management is designed to handle high volumes of data, making it well-suited for processing the large number of transactions typically generated by a POS system daily. Options C and D,

while related to the benefits of batch processing, are more specific to the technical aspects of handling external data and file formats, which are not directly mentioned in the question. Batch Management\\'s core benefits in this scenario are its

ability to efficiently process and monitor large transaction volumes, ensuring the timely and accurate update of loyalty points and member statuses. Salesforce documentation on Batch Management within Loyalty Management would offer

insights into setting up and optimizing batch jobs for transaction processing, ensuring that loyalty programs can effectively manage member data and transactions even with high volumes and complex processing requirements.

QUESTION 11

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

Correct Answer: B

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

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9 / 12

program partner is properly defined and categorized within the Loyalty Management system. 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.

QUESTION 12

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 tieron March 16 2023.

Which date would be the new Expiry date or this member after the tier is upgraded to Gold?

A. December 31, 2024

B. March 31 2024

C. December 31, 2023

D. March 16, 2020.

Correct Answer: B

The new expiry date for the member after being upgraded to the Gold tier would be March 31, 2024. In Salesforce Loyalty Management, when a member is upgraded to a new tier, the expiry date is set based on the tier\\'s fixed model and period. Since the member was upgraded on March 16, 2023, and the period is one year, the new expiry date aligns with the end of the month following the one-year anniversary of the upgrade, which is March 31, 2024.

QUESTION 13

A Loyalty member has achieved enough points for Gold tier status; however, the member reports some benefits are missing.

What should the Administratordo to troubleshoot and correct the error?

A. Confirm the member is assign to the correct tier and that tier has benefits

B. Adjust points on the member record to trigger member benefits actions

C. Confirm the program and member are in an active status

D. Issue a promotion to the member of the mission benefits

Correct Answer: A

To troubleshoot and correct the issue of a Loyalty member missing benefits despite achieving Gold tier status, the Administrator should first confirm that the member is assigned to the correct tier and that the tier includes the expected benefits. This involves checking the member\\'s tier assignment within the Loyalty Program to ensure it reflects their Gold status and reviewing the associated tier benefits to confirm they are correctly configured and active. This step is crucial in identifying any discrepancies or issues in tier assignment or benefit configuration that may be causing the member to miss out on their entitled benefits.

QUESTION 14

Universal Container have a points-based Loyalty Program and a B2C commerce website built with a Commerce built with a Commerce Cloudsolution; the clients orders are already synchronized with Loyalty Management. With the every purchase, Loyalty members will earn points. The Directory wants to have traceability of every order transaction on the Loyalty Management app.

What does the Salesforce Administrator have to do?

A. Use standard Order Lookup on the Loyalty Ledger object

B. Create a custom text field in Transaction Journal object to save the order purchased by the client.

C. Use the standard Order Lookup of the Transaction Journal Object

D. Create a custom Lookup field in Transaction Journal object to save the order purchased by the Loyalty member.

Correct Answer: C

For traceability of every order transaction in the Loyalty Management app, the Salesforce Administrator should utilize the standard Order Lookup field of the Transaction Journal Object. This field is designed to create a direct relationship between a loyalty transaction and the corresponding commerce order, enabling clear visibility and tracking of how each order impacts loyalty points and member accounts. This setup ensures that every purchase made by Loyalty members that earns points is directly linked and traceable in the Loyalty Management application, facilitating easier tracking and management of member transactions.

QUESTION 15

A Loyalty Manager wants to send an SMS to a member\\'s mobile device after the member has made a purchase and their non-qualifying points have been increased.

An integrated solution between Salesforce Loyalty Management and Salesforce Marketing Cloud is proposed to meet this business need.

Which two Salesforce solutions are required to meet the business\\'s needs?

A. Marketing Cloud Connect

B. Marketing Cloud MobileConnect

C. Marketing Cloud Personalization

D. Marketing Cloud Mobile Push

Correct Answer: AB

To meet the business need of sending an SMS to a member\\'s mobile device after a purchase and an increase in non-qualifying points, the required Salesforce solutions areMarketing Cloud Connect (A)andMarketing Cloud MobileConnect (B). Marketing Cloud Connect facilitates the integration between Salesforce Loyalty Management and Marketing Cloud, while MobileConnect is a specific tool within Marketing Cloud designed for sending SMS messages to mobile devices, allowing for timely and targeted communication with loyalty program members.

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