



Free Questions for Salesforce-Loyalty- Management

Shared by Blake on 03-03-2025

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Question 1

Question Type: MultipleChoice

Northern Trail Outfitters an online clothing store has recently enabled the Loyalty Program. Which objects count toward data storage capacity?

Options:

- A- Person Account, Orders, Loyalty Program Members, Transaction Journals
- B- Person Account, Loyalty Ledgers, Cases, Loyalty Program Currency
- C- Person Account, Email Messages, Transaction Journals, Loyalty Member Currency
- D- Person Account, Loyalty Member Tier, Orders, Loyalty Program Members

Answer:

A

Explanation:

In Salesforce, objects that count toward data storage capacity include Person Account, Orders, Loyalty Program Members, Transaction Journals (A). These objects are essential components of a Loyalty Program and each record created within these objects occupies space in Salesforce's data storage. Person Accounts and Orders are standard Salesforce objects, while Loyalty Program Members and Transaction Journals are custom objects introduced by the Loyalty Management application, all contributing to the overall data storage usage.

Question 2

Question Type: MultipleChoice

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?

Options:

- 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:

D

Explanation:

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.

Question 3

Question Type: MultipleChoice

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?

Options:

- 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 earned 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

Explanation:

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.

Question 4

Question Type: MultipleChoice

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?

Options:

- A- Install App Exchange
- B- Enable Pending Points
- C- Enable Deferred Points
- D- Enable Escrow Points

Answer:

C

Explanation:

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.

Question 5

Question Type: MultipleChoice

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?

Options:

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

Answer:

B

Explanation:

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.

Question 6

Question Type: MultipleChoice

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?

Options:

- 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:

D

Explanation:

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.

Question 7

Question Type: MultipleChoice

Which Loyalty Management Key Component should be used to quickly aggregate a high volume of data spread across many Loyalty Management objects?

Options:

- A- Batch Management
- B- Decision Table
- C- Quick Actions
- D- Data Processing Engine



Answer:

D

Explanation:

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.



Question 8

Question Type: MultipleChoice

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?

Options:

- 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

Explanation:

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.

Question 9

Question Type: MultipleChoice

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

Options:

- 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 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:

B

Explanation:

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.

Question 10

Question Type: MultipleChoice

Universal Container have a points-based Loyalty Program and a B2C commerce website built with a Commerce built with a Commerce Cloud solution; 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?

Options:

- 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.

Answer:

C

Explanation:

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 11

Question Type: MultipleChoice

A Customer Support Manager noticed that the customer 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?

Options:

- A- Create formula fields on Case Object
- B- Create a Screen Flow
- C- Embed Loyalty Member Profile Cards
- D- Develop a custom component

Answer:

C

Explanation:

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.

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