



Free Questions for [Salesforce-Loyalty-Management](#) by [certsdeals](#)

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Question 1

Question Type: MultipleChoice

The existing Loyalty Program would need to have its "members-record" transferred from an SQL database into a new Salesforce Loyalty Management org, where its members' records are kept within a data table named "tbl_Member" with the following data contents:

- * the program member's personal particular and contact information
- * member's current-tier value
- * member's tier-points

Which object combinations should be used for data migration of the source's member records into the Loyalty Member org?

Options:

- A-** 'LoyaltyProgramMember', 'LoyaltyTier', 'LoyaltyProgramCurrency', 'Contact' and 'Account' Object.
- B-** 'LoyaltyProgramMember', 'LoyaltyMemberTier', 'LoyaltyProgamCurrency', 'Account' Object.
- C-** 'LoyaltyProgramMember', 'LoyaltyTier', 'LoyaltyMemberCurrency', 'Contact' and 'Account' Object.
- D-** 'LoyaltyProgramMember', 'LoyaltyMemberTier', 'LoyaltyMemberCurrency', 'Contact' and 'Account' Object.

Answer:

D

Explanation:

For migrating 'members-record' from an SQL database into Salesforce Loyalty Management, the correct combination of objects to use is:

D: 'LoyaltyProgramMember,' 'LoyaltyMemberTier,' 'LoyaltyMemberCurrency,' 'Contact,' and 'Account' Object. This combination covers all necessary aspects of Loyalty Program members' records, including personal information, tier status, and point balances.

Question 2

Question Type: MultipleChoice

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?

Options:

- 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

Answer:

C

Explanation:

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

Question Type: MultipleChoice

Universal Containers (UC) plans to implement Salesforce Loyalty Management for a new Loyalty program; however, its operations team remains skeptical about the Loyalty solutions, such as rules, processes, and benefit types.

Which option should UC consider when planning its implementation to ensure staff is helping to boost adoption and engagement?

Options:

A- Describe the initiative to the Chief Marketing Officer team for their approval

- B-** Define a strategy led by marketing and involving the finance team.
- C-** Define a strategy led by marketing and involving the analytics team.
- D-** Define a company-wide initiative, including an operations team.

Answer:

D

Explanation:

To ensure staff buy-in and boost adoption and engagement with the new Loyalty Program, Universal Containers should:

D: Define a company-wide initiative that includes the operations team. Engaging all relevant departments from the outset ensures a holistic approach to the implementation and addresses concerns and skepticism by involving those who will be directly impacted by the new Loyalty solutions.

Question 4

Question Type: MultipleChoice

A company has an existing Loyalty Program, and the marketing team wants to start awarding 10% discounts and 100 points to new members upon sign-up.

What does the Program Administrator need to do for a new member to earn this promotion?

Options:

- A-** Create a record triggered flow using Journal Type, Journal SubType, Transaction Journal, and Process O Member Benefit Action
- B-** Create a record triggered flow using Journal Type. Journal SubType, Transaction Journal. Credit Points action and Issue Voucher action
- C-** Create an autolaunched flow using Transaction Journal, Loyalty Ledger, and Get Loyalty Promotions for Transactions
- D-** Create an autolaunched flow using Journal Type. Journal SubType, Transaction Journal, Credit Points action, and Issue Voucher action

Answer:

B

Explanation:

To award new members with a 10% discount and 100 points upon sign-up, the Program Administrator should:

B: Create a record-triggered flow using Journal Type, Journal SubType, Transaction Journal, Credit Points action, and Issue Voucher action. This flow will automate the process of crediting points and issuing discount vouchers to new members as part of the promotion.

Question 5

Question Type: MultipleChoice

Universal Containers has created a new Loyalty Member Portal for a second Loyalty Program that they have recently launched. A member of the first program has enrolled in the second program and has decided to use the same login for both Loyalty Member Portals. The user cannot access the new Loyalty Member Portal.

How can the Loyalty Administrator verify why the user cannot access the second Loyalty Member Portal?

Options:

- A-** Through Workspaces, check if the user profile has access to the new portal.
- B-** Check if the user has been assigned the Sharing Set for the Second Loyalty Member Portal.
- C-** Create a new user and new profile for the member.

Answer:

A

Explanation:

When a user cannot access a Loyalty Member Portal, the Loyalty Administrator can verify the issue by checking if the user profile has access to the new portal¹. This can be done through Workspaces¹. The Salesforce admin enables Loyalty Management in the org and users can create profiles and assign permissions to access the loyalty application as appropriate². If the user profile does not have the necessary permissions, they will not be able to access the portal². Therefore, it's important to ensure that the user profile has the correct permissions for the new Loyalty Member Portal².

Question 6

Question Type: MultipleChoice

A company's Marketing Team needs to set up a promotion and use Promotion Market Segments where members of a specific age range and with expressed preferences will benefit from this promotion.

What is the recommended solution for the team to set up the Promotion Market Segments?

Options:

A- Custom coded solution

- B-** Salesforce Marketing Cloud
- C-** Salesforce Reports and Dashboards
- D-** Salesforce Customer Data Platform

Answer:

D

Explanation:

To set up Promotion Market Segments for members within a specific age range and with certain preferences, the recommended solution is:

D: Salesforce Customer Data Platform (CDP), which allows for the creation of detailed segments based on a wide range of criteria, including demographic data and expressed preferences.

Question 7

Question Type: MultipleChoice

Northern Trail Outfitters, wants to implement its new Loyalty Program. The Chief Marketing Officer wants to offer the following benefits to customers:

- * Award points to the customer that can be redeemed for products in the store
- * Gamify customers that spend the most to receive exclusive benefits.

What three elements should the Administrator configure?

Options:

- A-** Set up one qualifying currency and a non-qualifying currency
- B-** Set up one qualifying currency
- C-** Set up a tier system based on a cumulative spending value
- D-** Set up vouchers for specific products
- E-** Set up promotions

Answer:

B, C, E

Explanation:

For Northern Trail Outfitters' Loyalty Program offering, the Administrator should configure:

B: One qualifying currency to track points that can be redeemed for products.

C: A tier system based on cumulative spending to gamify and reward top spenders with exclusive benefits.

E: Promotions to create special offers or rewards that can enhance the Loyalty Program's appeal and engagement.

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) has launched a new promotion, which gives a hat and a pair of gloves to each member of the Loyalty Program that bought a coat in winter. However, winter has arrived, and the reports are missing information about the voucher definition of hat and gloves associated with any existing voucher and have found that there are transactions that contain the coat product.

Which two options should the Loyalty Administrator review to verify why the promotion vouchers associated with the members who have bought coats are missing?

Options:

- A- That the promotion has been created with the characteristics, correct dates, and the associated Voucher Definition.
- B- That the promotion has specified the Current Liability Amount.
- C- That the flow is active and has been created to apply the promotion.
- D- That the member is a campaign member of the promotion campaign.

Answer:

A, C

Explanation:

To address the issue of missing promotion vouchers for members who purchased coats, the Loyalty Administrator should review:

A: Ensure the promotion has been accurately created with the right characteristics and dates, and that the Voucher Definition is correctly associated. This verifies that the promotion is set up to trigger the desired rewards (hat and gloves) for qualifying purchases (coat).

C: Confirm that the flow intended to apply the promotion is active and properly configured. This flow is responsible for detecting qualifying transactions and applying the voucher to the member's account.

Question 9

Question Type: MultipleChoice

The Management team at Cloud Kicks is required to analyze what earning activities are available in the Loyalty Program. What type of user access does the Management Team need to have this information visible in the reports?

Options:

- A-** Read, Edit access on Journal Type, Loyalty Member Promotions, and Loyalty Member Benefits Objects
- B-** Read, Create access on Journal Type, Loyalty Member Currencies, and Partner Products Objects
- C-** Read, View access on Journal Type, Partner Products, and Loyalty Ledgers Objects
- D-** Read, View All access on Journal Type, Journal Subtype, and Transaction Journal Objects

Answer:

D

Explanation:

To analyze earning activities in the Loyalty Program, Cloud Kicks' Management team needs:

Option D: 'Read, View All' access on the 'Journal Type,' 'Journal Subtype,' and 'Transaction Journal' Objects. This level of access allows the management team to view comprehensive information about all types of transactions and activities within the Loyalty Program, including earning activities, enabling detailed analysis and reporting.

Question 10

Question Type: MultipleChoice

The VP of Loyalty Technology at ABC Corp. wants to launch a new Loyalty program with minimal development time. However, its current Loyalty engine requires several complex system integrations with its marketing and customer service platforms. A Technical Consultant is brought in to assess the company's business requirements and recommend a feasible solution to deliver the desired Loyalty program for its customers.

Which two seamless integrations within the Salesforce ecosystem, does Salesforce Loyalty Management offer that can be easily enabled by the Technical Consultant to meet the customer's business requirement?

Options:

A- Salesforce Service Cloud

B- Third-party Customer Data Platform (CDP)

C- Supplier and Partner Ecosystem

D- Salesforce Marketing Cloud

Answer:

A, D

Explanation:

Salesforce Loyalty Management offers seamless integrations within the Salesforce ecosystem that can be easily enabled to meet ABC Corp.'s business requirements for launching a new Loyalty program, including:

Option A: Salesforce Service Cloud, which can be integrated to manage customer service interactions and inquiries related to the Loyalty Program, enhancing the overall customer experience.

Option D: Salesforce Marketing Cloud, which allows for the creation and management of targeted marketing campaigns to engage Loyalty Program members, promote rewards, and encourage participation.

Question 11

Question Type: MultipleChoice

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?

Options:

- 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

Answer:

D

Explanation:

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.

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