



Free Questions for Salesforce-Loyalty- Management

Shared by Sanford on 24-05-2024

For More Free Questions and Preparation Resources

[Check the Links on Last Page](#)



Question 1

Question Type: MultipleChoice

Universal Containers (UC) has defined a points-based Loyalty Program, and the Loyalty members must receive an email with the point balance every time it is updated.

What should the Salesforce Administrator set up to enable a real-time currency model?

Options:

- A- Create a Flow to update the Points Balance field
- B- Enable Real-Time Update of Qualifying Points Balance
- C- Enable Real-Time Update of Non-Qualifying Points Balance
- D- Non-Qualifying Points updates happen in real-time by default

Answer:

B

Explanation:

To enable real-time updates of point balances in a points-based Loyalty Program, the Salesforce Administrator should:

Option B 'Enable Real-Time Update of Qualifying Points Balance.' This feature ensures that any changes to a member's qualifying points balance are immediately reflected, allowing for real-time communication of point updates.

Question 2

Question Type: MultipleChoice

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?

Options:

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

Answer:

D



Explanation:

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

Question Type: MultipleChoice

A Loyalty Program Manager has proposed a new promotion with the following redemption requirements on their non-qualifying points for the two respective tiers.

* for Gold-tier members, a single non-qualifying point is equal to \$2 if the total purchase value is \$200 or more.

* for Gold-tier members, a single non-qualifying point is equal to \$1 if the total purchase value is less than \$200.

* for Gold-tier members, a single non-qualifying point is equal to \$1, irrespective of the total value of the purchase.

Considering the above requirements, which three redemption rule options should be selected for the proposed promotion?

Options:

- A- "Blue" tier member with any transaction amount, then "Outcome": non-qualifying point deduction = transaction amount.
- B- "Blue" tier member with any transaction amount is \leq \$200, then "Outcome"; non-qualifying point deduction = transaction amount.
- C- "Gold" tier member with the transaction amount is \geq \$200, then "Outcome": tier-qualifying multiplier =2
- D- "Gold" tier member with the transaction amount is \geq \$200, then "Outcome": non-qualifying point deduction = transaction amount / 2.
- E- "Gold" tier member with the transaction amount is \geq \$200, then "Outcome": non-qualifying point deduction = transaction amount.

Answer:

A, D, E

Question 4

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 5

Question Type: MultipleChoice

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

What should the Administrator do to troubleshoot and correct the error?

Options:

- A- Confirm the member is assigned 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 missing benefits

Answer:

A

Explanation:

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 6

Question Type: MultipleChoice

A Consultant needs to configure the Loyalty tier groups for a Loyalty Program with the following specifications:

Qualifying period is reset once a year on the 31st of March.

The member-tier is not extended upon expiration.

Which two settings within the Loyalty tier groups configuration should the Consultant configure to meet the required specifications?

Options:

- A- Extend Expiration = member enrollment anniversary
- B- Tier-model = fixed
- C- Tier-model = anniversary
- D- Extend Expiration = no extension

Answer:

B, D

Explanation:

To meet the specifications of resetting the qualifying period once a year on the 31st of March and not extending the member tier upon expiration, the Consultant should configure the Loyalty tier groups with a Tier-model = fixed and Extend Expiration = no extension. The fixed tier model ensures that the qualifying period and tier criteria remain constant over time, while the 'no extension' setting ensures that member tiers do not automatically extend beyond their expiration date. This configuration aligns with the requirement for a clear, annual reset and non-extension of tier status, ensuring a consistent and predictable tier progression structure within the Loyalty Program.

Question 7

Question Type: MultipleChoice

What is the recommended approach to creating a large multi-country, multi-currency, and tier-dependent Redemption Catalogue?

Options:

- A- Create a Decision Tree using Flows with a leaf for every combination
- B- Create a Loyalty Process with different rules to manage every combination
- C- Create a Decision Table and define the Redemption Catalogue as business rules.
- D- Create an Apex Class and implement a Redemption Catalogue engine.

Answer:

C

Explanation:

For creating a large multi-country, multi-currency, and tier-dependent Redemption Catalogue, the recommended approach is to Create a Decision Table and define the Redemption Catalogue as business rules (C). A Decision Table allows for the efficient management of complex business rules and conditions, such as those involved in a multi-faceted Redemption Catalogue, providing a clear and structured method for defining redemption options based on various criteria like country, currency, and loyalty tier.

Question 8

Question Type: MultipleChoice

Using extensive Data Processing Engine jobs to modify Salesforce data at scale, which two limits should be monitored?

Options:

- A- Record Storage Limits

- B- Batch Limit in Bulk Api
- C- Data Pipeline Limits
- D- Apex Governor Limits

Answer:

A, C

Explanation:

When using extensive Data Processing Engine (DPE) jobs to modify Salesforce data at scale, the two limits that should be monitored are:

Option A 'Record Storage Limits,' as extensive data processing and modification can significantly impact the volume of data stored in Salesforce, potentially reaching storage capacity limits.

Option C 'Data Pipeline Limits,' since DPE jobs involve data processing tasks that may be constrained by the limits of Salesforce's data processing capabilities and resources.

Question 9

Question Type: MultipleChoice

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?

Options:

- 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.

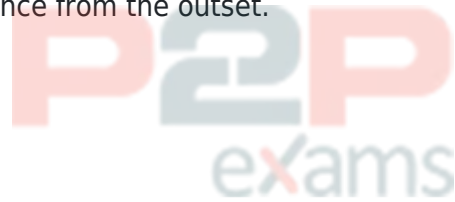
Answer:

A, B

Explanation:

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.



To Get Premium Files for Salesforce-Loyalty-
Management Visit

<https://www.p2pexams.com/products/salesforce-loyalty-management>

For More Free Questions Visit

<https://www.p2pexams.com/salesforce/pdf/salesforce-loyalty-management>

20%
DISCOUNT

P2P
exams