



Free Questions for Salesforce-Loyalty- Management

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Question 1

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 2

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 3

Question Type: MultipleChoice

An administrator need to analyze the performance of the Loyalty Program.

What Loyalty Analyze permission does a System Administrator need to set up a customized?

Options:

- A- Loyalty Analytics User
- B- CRM Analytics User
- C- CLAAalytics base admin
- D- Data pipeline user

Answer:

A



Explanation:

To analyze the performance of the Loyalty Program, a System Administrator needs the 'Loyalty Analytics User' permission. This permission set grants access to the analytics and reporting features within Salesforce Loyalty Management, allowing the administrator to customize, view, and analyze data related to the loyalty program's performance, member engagement, and other key metrics.

Question 4

Question Type: MultipleChoice

Which set of features should a Consultant check before setting up expanded partner management?



Options:

- A- Growth license, PostPaid Billing Type, Partner Ledgers, Partner Conversion Factor for Currencies
- B- Growth license, Prepaid Billing Type, Partner Transactions, Partner Conversion Factor O for Currencies
- C- Advanced license, PostPaid Billing Type, Partner Ledgers, Partner Conversion Factor for Currencies
- D- Advanced license, Partner Ledgers, Partner Transactions, Billing Type

Answer:

C

Explanation:

Before setting up expanded partner management in Salesforce Loyalty Management, a Consultant should verify the following features are available:

Option C: An 'Advanced' license, which typically provides a broader set of functionalities and capabilities within Salesforce applications, including Loyalty Management.

'PostPaid Billing Type,' indicating the billing arrangement with partners, which is relevant for managing financial transactions within the Loyalty Program.

'Partner Ledgers,' which are necessary for tracking financial transactions and point exchanges with partners.

'Partner Conversion Factor for Currencies,' enabling the management of loyalty points and currency conversion across different geographies and partner locations.

These features collectively support the expanded management of partner relationships within the Loyalty Program, including financial transactions, point conversions, and international operations.

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 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

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

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 7

Question Type: MultipleChoice

A Consultant needs to set up a new tier-point reset process for a new Loyalty Program, where the data-processing engine (DE) configuration is required.

How should the Consultant set up the data-processing engine with the least configuration effort?

Options:

- A- Create a copy of the reset qualifying points DPE template.
- B- Create a copy of the expire fixed non-qualifying points DPE template.
- C- Create a new data-processing engine from scratch / by first principle.
- D- Create a copy of the expire activity based non-qualifying points DPE template.

Answer:

A

Explanation:

To set up a new tier-point reset process for a Loyalty Program with the least configuration effort, the consultant should:

Option A 'Create a copy of the reset qualifying points DPE template.' This approach leverages existing DPE templates designed for similar purposes, minimizing the need for extensive custom configuration.

Question 8

Question Type: MultipleChoice

Universal Containers (UC) has a Loyalty Program with a Loyalty Member Portal implemented using the Loyalty Experience Cloud template. UC is planning to launch a new Loyalty Program and wants to retain the same design and functionalities of the existing Loyalty Member Portal.

Which two steps should UC consider during the implementation of the new Loyalty Program?

Options:

- A- Assign the existing Loyalty Member Portal to the new Loyalty Program too.
- B- Use existing Experience Cloud components to handle the same design and functionalities.
- C- Create new Experience Cloud Components for the new Loyalty Member Portal.
- D- Create a new Loyalty Member Portal and assign it to the new Loyalty Program.

Answer:

B, D

Explanation:

When implementing a new Loyalty Program while retaining the design and functionalities of an existing Loyalty Member Portal built with the Loyalty Experience Cloud template, Universal Containers should consider:

Option B: Utilizing existing Experience Cloud components to ensure consistency in design and functionality. This approach leverages the reusable nature of Experience Cloud components, allowing for efficient replication of the portal's look and feel without the need for extensive redevelopment.

Option D: Creating a new Loyalty Member Portal specifically for the new Loyalty Program. This ensures that the new program has a dedicated portal tailored to its unique requirements while maintaining the desired design and functionalities. This approach allows for customization and scalability, accommodating any program-specific features or requirements.

Question 9

Question Type: MultipleChoice

A Consultant was tasked with setting up the connection between Salesforce Loyalty Management and Marketing Cloud. The Consultant created a new user account in Marketing Cloud

Which two items on the Marketing Cloud user account should the Consultant configure to enable the user account to successfully connect with Salesforce Loyalty Management?

Options:

- A- User account must exist within the Loyalty Management org
- B- Grant access to the correct business unit
- C- Assign the permission set to the user account
- D- API access

Answer:

B, D

Explanation:

When configuring a new user account in Marketing Cloud for integration with Salesforce Loyalty Management, the Consultant must ensure to Grant access to the correct business unit (B) and Enable API access (D). Access to the correct business unit is necessary to ensure that the user has access to the relevant data and functionalities within Marketing Cloud. API access is essential for the technical integration, allowing for communication between Salesforce Loyalty Management and Marketing Cloud.

Question 10

Question Type: MultipleChoice

A company has recently rolled out the Loyalty Program in the production environment. The Loyalty Manager is unable to edit any Loyalty Management objects.

What permission set license is required to edit the Loyalty Management Objects?

Options:

- A- CLAAalytics Base User
- B- Loyalty Management

- C- Data Pipelines Base User
- D- CLAAalytics Base Admin

Answer:

B

Explanation:

To edit Loyalty Management objects, the 'Loyalty Management' permission set license is required. This license grants users the necessary permissions to access and modify Loyalty Management-specific data and configurations.

Option B 'Loyalty Management' is the correct answer as it directly relates to the permissions needed to work with Loyalty Program configurations and objects within Salesforce.

Options A, C, and D pertain to analytics and data pipeline functionalities and do not grant permissions to edit Loyalty Management objects.



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