



Free Questions for Salesforce-Loyalty- Management

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Question 1

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 2

Question Type: MultipleChoice

Northern Trail, outfitters (NTO) needs to process tier assessment rules on its member's anniversary date NTO wants to set up a Data Process Engine that transforms the data that is available in Salesforce and writes back the transformation results as new or updated records.

Which Kind of permission Set is required to enable the Data Processing Engine definitions?

Options:

- A- CLA Analytics Base Admin
- B- Data Pipelines Base User
- C- Rule Engine Designer
- D- Loyalty Analytics admin

Answer:

B

Explanation:

To enable the Data Processing Engine for processing tier assessment rules on members' anniversary dates, the required permission set is:

Data Pipelines Base User (B): This permission set grants the necessary access to configure and manage Data Processing Engine definitions, allowing for the transformation of Salesforce data and the writing back of transformation results as new or updated records. This capability is crucial for automating tier assessments and other data-intensive processes within Salesforce Loyalty Management.

Options A (CLA Analytics Base Admin), C (Rule Engine Designer), and D (Loyalty Analytics Admin) do not specifically pertain to enabling the Data Processing Engine for tier assessment and other data processing tasks within Loyalty Management.

Salesforce documentation on Loyalty Management and Data Processing Engine would provide insights into the required permissions and best practices for setting up and managing data transformations and tier assessments within a loyalty program.

Question 3

Question Type: MultipleChoice

What is the correct implementation approach for an Administrator to target a promotion only for specific products?

Options:

- A- Create a custom list on the promotion
- B- Map products to promotion through an out-of-the-box Related List
- C- Create product attributes in Promotion Setup

D- Add promotion to the lookup field on the product

Answer:

B

Explanation:

To target a promotion only for specific products in a Loyalty Program, the correct implementation approach is to Map products to promotion through an out-of-the-box Related List (B). This approach leverages standard Salesforce functionality, allowing administrators to associate specific products with a promotion directly within the promotion's record. This direct mapping ensures clarity and ease of administration, enabling targeted promotional activities that are specific to certain products.

Option A (Create a custom list on the promotion), Option C (Create product attributes in Promotion Setup), and Option D (Add promotion to the lookup field on the product) are not standard Salesforce Loyalty Management functionalities for associating products with promotions and may require custom development or configuration that is more complex and less maintainable than using out-of-the-box related lists.

Salesforce documentation on Loyalty Management would detail the process for setting up and managing promotions, including how to associate promotions with specific products to achieve targeted marketing objectives within the Loyalty Program.

Question 4

Question Type: MultipleChoice

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?

Options:

A- Marketing Cloud Connect

B- Marketing Cloud MobileConnect

C- Marketing Cloud Personalization

D- Marketing Cloud Mobile Push

Answer:

A, B

Explanation:

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 are Marketing Cloud Connect (A) and Marketing 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.

Question 5

Question Type: MultipleChoice

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?

Options:

A- Type: Fixed valued, 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

Answer:

A

Explanation:

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 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

An upset customer calls Universal Containers about the free t-shirt they were supposed to receive when enrolling in its program. The support agent verifies that the t-shirt is out of stock and decides to compensate the customer with a 50% discount valid for one year.

What should the agent do to ensure the customer receives the 50% discount?

Options:

- A- Use the "Issue Voucher" flow template.
- B- Activate the voucher assignment batch.
- C- Use Issue voucher from the Loyalty Program Member page.
- D- Assign a voucher definition from the customer's Loyalty Program Member.

Answer:

A

Explanation:

When a support agent needs to compensate a customer with a 50% discount for an out-of-stock

item, such as the free t-shirt in this scenario, the best course of action within Salesforce Loyalty Management is to use the 'Issue Voucher' flow template (A).

Use the "Issue Voucher" flow template: This flow template is designed to streamline the process of issuing vouchers directly to loyalty program members. It allows for the customization of the voucher's value, conditions, and validity, making it an ideal solution for offering a 50% discount valid for one year to the upset customer.

The options B, C, and D, such as activating the voucher assignment batch, issuing a voucher from the Loyalty Program Member page, or assigning a voucher definition from the customer's Loyalty Program Member page, are not as straightforward or appropriate for this specific customer service scenario. The 'Issue Voucher' flow template is explicitly designed for such cases, providing a guided, efficient, and customer-centric approach to voucher issuance.

The official Salesforce documentation on Loyalty Management provides detailed instructions and best practices on using flow templates, including the 'Issue Voucher' flow, to enhance customer experience and satisfaction within a loyalty program.

Question 8

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 9

Question Type: MultipleChoice

When setting up a Loyalty Program what is one of the ways a company can measure member engagement with the Loyalty Program?

Options:

- A- Analytics Studio
- B- Qualifying Currency
- C- Transaction Journals
- D- Benefits types

Answer:

C

Explanation:

One of the ways a company can measure member engagement with the Loyalty Program is through Analytics Studio. Analytics Studio is a powerful tool within Salesforce that allows organizations to create custom dashboards and reports based on their data. By leveraging Analytics Studio, a company can analyze various aspects of the Loyalty Program, such as member activity, redemption rates, point accumulation, and more. This insight can help identify trends, areas for improvement, and opportunities to enhance member engagement and loyalty.

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