

Free Questions for *Salesforce-Loyalty-Management*

Shared by *Avery* on *04-10-2024*

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

Question Type: MultipleChoice

A retailer of sports clothing and accessories is currently looking to roll out a Loyalty Program for its customers and sets up a Loyalty Program using Salesforce Loyalty Management. The retailer has decided to implement four-tier groups that will be associated with the program.

What are the three necessary attributes that need to be defined when setting up tier groups?

Options:

- A- Qualifying period
- B- Fixed Tier Model
- C- Tier Period
- D- Tier Model
- E- Non-Qualifying Period

Answer:

A, C, D

Explanation:

When setting up tier groups in Salesforce Loyalty Management for a sports clothing and accessories retailer, the three necessary attributes to define are:

Qualifying period (A): This defines the time frame within which the members' activities (like purchases or interactions) contribute towards their tier status. It's crucial for determining how member activities are evaluated against tier criteria.

Tier Period (C): This attribute specifies the duration for which a member remains within a particular tier once qualified, before re-evaluation. It's important for maintaining the tier structure over time and for member expectation management.

Tier Model (D): This outlines the basis on which the tiers are structured, such as points accrued, spending amount, or other qualifying activities. It forms the foundation of the tier system, dictating how members progress through different levels.

Option B, Fixed Tier Model, is not an attribute but a type of Tier Model. Option E, Non-Qualifying Period, is not a standard attribute required for setting up tier groups in Salesforce Loyalty Management.

Salesforce documentation on Loyalty Management would detail the process of setting up tier groups, including the necessary attributes and considerations for effectively structuring a multi-tiered loyalty program.

Question 2

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 3

Question Type: MultipleChoice

A Consultant needs to design a new tier-upgrade process for a new Loyalty Program. The custom object to store the qualified members and a batch job is identified for this process.

Which two components should the Consultant select for this process?

Options:

- A-** A flow to perform both tier-upgrade rule and tier-upgrade orchestration process
- B-** A flow to schedule and process the custom object's pending records and another flow to perform tier-upgrade orchestration process
- C-** A flow to perform the tier-upgrade rule and another flow to perform the tier-upgrade orchestration process
- D-** A data-processing-engine (DPE) to identify the qualified members

Answer:

C, D

Explanation:

For designing a new tier-upgrade process in a Loyalty Program, the Consultant should select:

A flow to perform the tier-upgrade rule and another flow to perform the tier-upgrade orchestration process (C): This approach allows for the separation of concerns, where one flow is responsible for evaluating whether members meet the criteria for a tier upgrade, and another flow is responsible for the actual process of upgrading the member's tier. This modular design improves maintainability and scalability.

A data-processing-engine (DPE) to identify the qualified members (D): The DPE can efficiently process large sets of member data to identify those who qualify for a tier upgrade based on the program's criteria. This component is crucial for automating the tier-upgrade process at scale, especially in programs with a significant number of members.

Option A combines both processes into a single flow, which could become complex and harder to maintain. Option B suggests using a single flow for scheduling and processing, which might not offer the required flexibility and efficiency for handling complex tier-upgrade criteria and orchestration.

Salesforce documentation on Loyalty Management provides guidelines on leveraging Flow and DPE for automating and orchestrating various loyalty program processes, including tier upgrades.

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

What are the three steps required to complete integration between Loyalty and B2C Commerce Cloud when using the reference cartridge?

Options:

- A- Configure Loyalty Program preferences for B2C Commerce Site
- B- Install Loyalty Management for B2C Commerce Package
- C- Configure connected app named B2C Loyalty Connector
- D- Configure connected app named B2C Commerce Loyalty Connector
- E- Add Loyalty Management for Commerce Cartridge

Answer:

A, C, E

Explanation:

To complete the integration between Loyalty and B2C Commerce Cloud using the reference cartridge, the steps required are:

Configure Loyalty Program preferences for B2C Commerce Site (A): This involves setting up specific preferences and configurations within B2C Commerce Cloud to align with the Loyalty Program's requirements.

Configure connected app named B2C Loyalty Connector (C): This step involves setting up a connected app within Salesforce to facilitate secure communication and data exchange between Loyalty Management and B2C Commerce Cloud.

Add Loyalty Management for Commerce Cartridge (E): This involves installing the specific cartridge within B2C Commerce Cloud that integrates with Salesforce Loyalty Management, enabling the Commerce site to utilize loyalty program features.

These steps ensure a seamless integration between Salesforce Loyalty Management and B2C Commerce Cloud, allowing for a unified customer experience across commerce and loyalty program interactions.

Question 6

Question Type: MultipleChoice

For the integration of Loyalty Management and Service Cloud, which two methods should a Technical Consultant use for associating a Loyalty Program Member with a Case?

Options:

- A- Add the loyalty Program Members' related list on the Case page layout
- B- Add the 'Create Case' action on the Loyalty Program Member page layout
- C- Add the 'Associate Program Member' action on Case page layout
- D- Add the 'Cases' related list on the Loyalty Program Member page layout

Answer:

A, D

Explanation:

For integrating Loyalty Management and Service Cloud, a Technical Consultant should use the following methods to associate a Loyalty Program Member with a Case:

Add the Loyalty Program Members' related list on the Case page layout (A): This allows agents to view and access loyalty program member information directly from a Case record.

Add the 'Cases' related list on the Loyalty Program Member page layout (D): This enables the viewing and management of cases related to a specific loyalty program member from their loyalty member record.

These configurations enhance the integration between Loyalty Management and Service Cloud, providing a seamless experience for service agents handling loyalty program members' inquiries and cases.

Question 7

Question Type: MultipleChoice

How is Loyalty Management data, including Loyalty Program, Loyalty Tier, and Member Benefits made available in Salesforce CDP?

Options:

- A- Configure Loyalty data in the CDP through S3 buckets (Cloud).
- B- Configure the Loyalty Data Accelerator Package.
- C- Ensure Loyalty data is enabled and mapped in the CDP daily.
- D- Configure Loyalty Management Bundle Data Mappings.

Answer:

D

Explanation:

Loyalty Management data, including Loyalty Program, Loyalty Tier, and Member Benefits, is made available in Salesforce CDP through Configure Loyalty Management Bundle Data Mappings (D). This approach involves setting up specific data mappings within Salesforce CDP to ensure that data from Loyalty Management is correctly ingested, transformed, and made available within CDP for further analysis and segmentation.

Question 8

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 9

Question Type: MultipleChoice

An IT Administrator has received a request from the Customer Service team to enable agents to view the Loyalty Program Member information on a Case record in Service Cloud.

What steps should the Administrator take to configure this?

Options:

- A-** On the Case Page Layout, the Related Record component should be added with the 'First Lookup' selected as the 'Loyalty Program 0 Member'
- B-** On the Case Page Layout, the View Member Profile' component should be added and the required Related Lists from Loyalty Program Member should be selected
- C-** On the Case Page Layout, the Loyalty Program Member Related Lists are available and should be directly embedded to show the Loyalty information
- D-** On the Case Page Layout, the View Related Membership' action should be added to the Highlights panel and the Loyalty information to be displayed should be selected

Answer:

B

Explanation:

To enable agents to view Loyalty Program Member information on a Case record in Service Cloud, the IT Administrator should On the Case Page Layout, add the 'View Member Profile' component and select the required Related Lists from Loyalty Program Member (B). This component allows for the display of relevant Loyalty Program Member information directly within the context of a Case record, enhancing the service agent's ability to access pertinent loyalty information while managing customer cases.

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>

