Salesforce

SALESFORCE-LOYALTY-MANAGEMENT Exam

Salesforce Loyalty Management Accredited Professional Exam

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Version: 5.1

Question: 1

The Member Services team wants to view the information of a member's recent transactions and manual adjustments on the Contact record.
What are the two recommendations that an IT Administrator should suggest?

A. Embed the 'Member Summary Embedded Dashboard on the Contact record
B. Embed the Member Service Manager Home Dashboard on the Contact record
C. Add the 'Transaction Journals' related list to the Contact record
D. Add the 'View Member Profile' component on the Contact record

Answer: AC

Explanation:

To provide the Member Services team with the information they need directly on the Contact record, the IT Administrator can take two main actions. Firstly, embedding the 'Member Summary Embedded Dashboard' on the Contact record allows the team to have a visual and comprehensive overview of a member's loyalty activities, including recent transactions and adjustments, directly within the context of the contact. This dashboard is specifically designed to aggregate and display relevant loyalty information, making it a suitable tool for quick insights.
Secondly, adding the 'Transaction Journals' related list to the Contact record enables the team to view detailed entries of each transaction and manual adjustment made by or for the member. This related list provides granular data about each activity, allowing for a deeper analysis and understanding of the member's loyalty interactions.
These recommendations are based on best practices for Salesforce Loyalty Management, ensuring that the team has access to both summarized and detailed loyalty information within their usual workflows, enhancing efficiency and providing a holistic view of member activities.

Question: 2

What are the three required steps in settings up Loyalty promotion with Salesforce CDP and Marketing Cloud?

A. Send Loyalty Promotion Segments to marketing Cloud
B. Automatically Add a New Individual Relationship
C. Activating and Publishing the Segment
D. Enable Connector Settings on all the Loyalty Objects
E. Enable Service Connector for Promotion Escalations.

Answer: ACE

Explanation:

Setting up a loyalty promotion with Salesforce CDP (Customer Data Platform) and Marketing Cloud involves several critical steps to ensure seamless integration and functionality. The first step, 'Send Loyalty Promotion Segments to Marketing Cloud,' involves identifying and segmenting your loyalty members in Salesforce CDP and then transferring these segments to Marketing Cloud for targeted marketing efforts. 'Activating and Publishing the Segment' is crucial as it makes the segment available for use within Marketing Cloud, allowing for personalized engagement with the segmented audience. Lastly, 'Enable Service Connector for Promotion Escalations' is essential for ensuring that any promotional activities or escalations are properly managed and communicated between Salesforce CDP, Loyalty Management, and Marketing Cloud, providing a cohesive experience across platforms.

Question: 3

Cloud kicks wants to identify specific tier members to be used for a journey within Marketing Cloud. The company wants to encourage Loyalty Tier B customers to become Loyalty Tier A customers. What objects must be synchronized into Marketing Cloud to achieve the segmentation for this audience.

A. Contact, Account, and Opportunity
B. Contact, Member Rewards Tier, and Loyalty Member Tier and Campaign
C. Voucher Definition, products, and Loyalty Member Tier
D. Contact Loyalty Program Member, and Loyalty Member Tier

Answer: D

Explanation:

To segment and identify specific tier members for a journey within Marketing Cloud, it's essential to synchronize the right objects from Salesforce to Marketing Cloud. Synchronizing the 'Contact' object ensures that the basic member information is available. The 'Loyalty Program Member' object provides detailed information about the member's involvement in the loyalty program, and the 'Loyalty Member Tier' object offers insights into the member's current tier status. This setup allows for precise targeting and personalization of marketing efforts aimed at encouraging Loyalty Tier B customers to ascend to Loyalty Tier A, thereby enhancing member engagement and program value.

Question: 4

Which two features below are supported in the reference integration between Loyalty and Commerce Cloud?

A. Loyalty membership merge
B. Loyalty member profile
C. Loyalty member enrollment
D. Resetting tier points

Answer: B, C

Explanation:

In the reference integration between Salesforce Loyalty Management and Commerce Cloud, two key features are supported: 'Loyalty member profile' and 'Loyalty member enrollment.' The 'Loyalty member profile' feature allows for the management and viewing of loyalty member information within Commerce Cloud, providing a seamless experience for members as they interact with the brand across different platforms. The 'Loyalty member enrollment' feature enables new customers to join the loyalty program directly through Commerce Cloud, facilitating the growth of the loyalty program and enhancing customer engagement by leveraging the commerce platform.

Question: 5

Universal Container sells sports shoes through on eCommerce system. The Loyalty Program Members earn points in real-time with every purchase made.
How can this be built into Salesforce?

A. Download an app from the AppExchange to connect Salesforce and the external system.
B. Create customer web service with Order Object
C. Create an schedule process to call the external system.
D. Create with the external system to create Transaction Journals.

Answer: D

Explanation:

To integrate real-time point earning from an external eCommerce system into Salesforce Loyalty Management, utilizing an AppExchange app can be an efficient solution. These apps are designed to bridge Salesforce with external systems, enabling seamless data exchange. When a Loyalty Program Member makes a purchase on the eCommerce platform, the app can facilitate the automatic creation of 'Transaction Journals' in Salesforce, reflecting the earned points in real-time. This approach minimizes the need for custom development, leveraging pre-built solutions to enhance the loyalty experience and maintain accurate, up-to-date member point balances.

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