

Salesforce Loyalty Management

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(s): A C

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(s): A C E

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(s): D

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(s): B C

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(s): A

6. What is a business use case for integrating Marketing Cloud Personalization with Loyalty Management?

A. To enable the purchasing of products and take payment.

B. To create unified profile from multiple source of truth and build a golden record.

C. To be able to send personalized marketing emails in batches.

D. To offer promotions in real-time to customers.

Answer(s): D

7. What two fields are attributed to a Loyalty Program entity in the Salesforce Customer Data Platform?

A. Created Date

B. Last Modified Date

C. Current Member Count

D. Reporting Enabled (Boolean)

Answer(s): A B

8. Northern Trail Outfitters wants to show member information in its member portal hosted outside of Salesforce.

What is a prerequisite for using Loyalty APIs to fetch the member information?

A. Create custom objects in Loyalty

B. Create a Connected App in Platform

C. Create customer integration code

D. Create Data Processing jobs

Answer(s): B

9. A loyalty Program would like to set up a new process where a push notification or email will be sent to the client immediately after a voucher is added to their member account within Salesforce Marketing Cloud. The notification message will require the "first name" and the "membership number" to personalize the message and, a custom object named "voucher issued" with the necessary data attributes.

Which option for the entry event should be selected as the preferred implementation approach that can meet the requirements with the least amount of development effort?

A)

data-extension that receives the new voucher-disbursement records that contains the Member's "first name" and the "membership number" as the attributes.

B)

Event Source : "Salesforce Data", > Source object: "VoucherDefintion" custom object , > Entry-Data: Attributes from the "VoucherDefintion" object

C)

Event Source : "Salesforce Data", > Source object: "Voucher", > Entry-Data: Attributes from the "Voucher", "Contact" and "LoyaltyProgramMember" objects.

D)

Event Source : "Salesforce Data", > Source object: "VoucherDefintion" custom object , > Entry-Data: Attributes from the "VoucherDefintion" objects

A. Option A

B. Option B

C. Option C

D. Option D

Answer(s): C

10. A Customer Support Manager noticed that the customers support team's performance decreased since the company rolled out the Loyalty Program. The customer Support Agents complain that finding information about the Loyalty Program Member takes a lot of the time.

What is the standard solution to display the information regarding the Loyalty? Program Member on the case detail page?

A. Create formula fields on Case Object

B. Create a Screen Flow

C. Embed Loyalty Member Profile Cards

D. Develop a custom component

Answer(s): C

11. Universal Container have a points-based Loyalty Program and a B2C commerce website built with a Commerce built with a Commerce Cloud solution; the clients orders are already synchronized with Loyalty Management. With the every purchase, Loyalty members will earn points. The Directory wants to have traceability of every order transaction on the Loyalty Management app.

What does the Salesforce Administrator have to do?

A. Use standard Order Lookup on the Loyalty Ledger object

B. Create a custom text field in Transaction Journal object to save the order purchased by the client.

C. Use the standard Order Lookup of the Transaction Journal Object

D. Create a custom Lookup field in Transaction Journal object to save the order purchased by the Loyalty member.

Answer(s): C

12. What is the most efficient way to automatically reset qualifying points for high volume Loyalty Programs?

A. The reset period is defined at the Tier Group level; Loyalty Management will automatically process it every night to ensure efficient point calculation

B. Use the out-of-the-box "Reset Qualifying Points" data processing engine and trigger its execution using, for instance, a Schedule-Triggered Flow.

C. Create Schedule-Triggered Flow that to be executed every night This flow will scan the expired reset Period at the Group Level and rese the points using the out-of-the-box Reset point flow action

D. Develop an Apex Time Trigger to scan all Member Currencies and reset Qualifying points every time a reset period has expire

Answer(s): B

13. Universal container launched a Loyalty Program. The salesforce Administrator to..... to create a private portal for the Loyalty Program.

What is the last step the Salesforce Administrator must complete?

A. Associate the Loyalty Program with the site

B. Activate the Experience Cloud site

C. Add the relevant Experience Cloud components to the pages

D. Create the Experience Cloud site

Answer(s): B

14. 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?

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(s): A

15. The Loyalty Administrator for Northern Trail Outfitters (NTO) insider program defines tier groups- Status Tier Group with a Fixed model and period of one year. The three tier are defined =Silver (base), Golden (next tier), and Platinum (the highest tier)

Extend Expiration for this tier group is Qualifying Points Reset Date. A member joins NTO insider in the Silver tier and, after a year of engagement, gets upgraded to the Gold tier on March 16 2023.

Which date would be the new Expiry date or this member after the tier is upgraded to Gold?

A. December 31, 2024

B. March 31 2024

C. December 31, 2023

D. March 16, 2020.

Answer(s): B

16. 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?

A. Loyalty Analytics User

B. CRM Analytics User

C. CLAAalytics base admin

D. Data pipeline user

Answer(s): A

17. 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?

A. Qualifying Points

B. Tier Qualifying Points

C. Non-Qualifying and Qualifying Points

D. Non-Qualifying Points

Answer(s): D

18. Which Loyalty Management Key Component should be used to quickly aggregate a high volume of data spread across many Loyalty Management objects?

A. Batch Management

B. Decision Table

C. Quick Actions

D. Data Processing Engine

Answer(s): D

19. 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?

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(s): A B

20. A Marketing Manager is trying to find a dashboard that shows a reward programs progress but does not see any reports or dashboards with this information.

What does an Administrator need to do to present Loyalty Program data to the Marketing Manager?

A. Modify the Marketing user profile to include permission to run reports.

B. Create a permission set to run reports and assign it to marketing users.

C. Enable CRM Analytics and create a Loyalty app.

D. Search Salesforce AppExchange for Loyalty Analytics apps.

Answer(s): C
