

Salesforce.Certified Loyalty Management.by.Teana.30q

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Exam Code: Certified Loyalty Management



Exam A

QUESTION 1

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.

Correct Answer: D

Section:

Explanation:

QUESTION 2

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.

Correct Answer: D

Section:

Explanation:

QUESTION 3

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)

Correct Answer: A, B

Section:

Explanation:

QUESTION 4

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

Correct Answer: C

Section:

Explanation:

QUESTION 5

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

Vdumps

"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)

B)

C)

D)



- A. Option A
- B. Option B
- C. Option C
- D. Option D

Correct Answer: A

Section:

Explanation:

QUESTION 6

A Customer Support Manager noticed that the customer 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 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

Correct Answer: C

Section:

Explanation:

QUESTION 7

Universal Containers has a points-based Loyalty Program and a B2C commerce website built with a Commerce Cloud solution; the client's orders are already synchronized with Loyalty Management. With every purchase, Loyalty members will earn points. The Director 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.

Correct Answer: C

Section:

Explanation:

QUESTION 8

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

Correct Answer: B

Section:

Explanation:

QUESTION 9

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

Correct Answer: B

Section:

Explanation:

QUESTION 10

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

Correct Answer: B

Section:

Explanation:

QUESTION 11

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
- B. December 31, 2023
- C. March 16, 2020.

Correct Answer: C

Section:

Explanation:

QUESTION 12

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

Correct Answer: C

Section:

Explanation:

QUESTION 13

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

Correct Answer: D

Section:

Explanation:

QUESTION 14

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

- A. Batch Management
- B. Decision Table
- C. Quick Actions
- D. Data Processing Engine

Correct Answer: D

Section:

Explanation:

QUESTION 15

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.

Correct Answer: A, B

Section:

Explanation:

QUESTION 16

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.

Correct Answer: C

Section:

Explanation:

QUESTION 17

A Loyalty Management Consultant recently created a new analytics app, but users cannot access the app. Which two statements correctly describe how to grant proper access on the user detail page?

- A. Assign user access to the analytics for Loyalty role.
- B. Assign access by checking CRM analytics plus user
- C. Assign user access to permission sets for analytics for Loyalty.
- D. Assign the user the analytics profile for analytics for Loyalty.

Correct Answer: C, D

Section:

Explanation:

QUESTION 18

A Loyalty Management Consultant recently created a new analytics app, but users cannot access the app. Which two statements correctly describe how to grant proper access on the user details page?

- A. Assign user access to the analytics for Loyalty role.
- B. Assign access by checking CRM Analytics plus user
- C. Assign user access to permission sets for analytics for Loyalty.
- D. Assign the user the analytics profile for analytics for Loyalty.

Correct Answer: C

Section:

Explanation:

QUESTION 19

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

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

Correct Answer: B

Section:

Explanation:

QUESTION 20

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?

- A. Confirm the member is assigned 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

Correct Answer: A

Section:

Explanation:

QUESTION 21

An airline's Loyalty program offers several ways to accrue points, including:

- * Enrollment Bonus
- * Member Referral
- * Flight Purchase
- * Additional information on the member profile.

The Salesforce Administrator must classify the different accrual transaction journals.

What should the administrator configure to meet these requirements?

- A. Create a custom field on transaction journal object
- B. Create a custom field on Loyalty Ledger object
- C. Create a Journal Type for each case.
- D. Create a Journal Subtype for each case.

Correct Answer: D

Section:

Explanation:

QUESTION 22

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?

- A. Extend Expiration = member enrollment anniversary
- B. Tier-model = fixed
- C. Tier-model = anniversary
- D. Extend Expiration = no extension

Correct Answer: B, D

Section:

Explanation:

QUESTION 23

A loyalty Program has two existing partners, a snacks manufacture and a beverages importer. There are two new products that need to be directly associated with the respective partner products within the loyalty partner product section.

The below products have been added to the system and are available under the product objects.

Chocolate cookies, linked with product category snacks

Green soda from beverage importer

Which two steps should an Administrator take to fulfill task with the least effort?

- A. Add the partner in the lookup on the snack product
- B. Choose "Category" option and map the Chocolate cookies to the partner.
- C. Add the partner in the Lookup on the Chocolate cookie product.
- D. Choose "Product" option and map the green soda to the partner

Correct Answer: A, D

Section:

Explanation:

QUESTION 24

A customer from an airline Loyalty program purchases a ticket, which will accrue qualifying and non-qualifying points according to the Loyalty rules. Which two automations can be used to set up transactions and points accrual?

- A. Evaluation Flow
- B. Autolaunched Flow (No Trigger)
- C. Schedule-Triggered Flow
- D. Screen Flow

Correct Answer: A, C

Section:

Explanation:

QUESTION 25

What three facts should the administrator consider when creating and managing member groups?

- A. Groups are associate with tiers.
- B. Accrual type transactions associated with a group can be canceled.
- C. Qualifying points can't be transferred to a group.
- D. Vouchers can't be issued to groups.
- E. Promotions can't offered to groups.

Correct Answer: A, B

Section:

Explanation:



QUESTION 26

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?

- 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.

Correct Answer: C

Section:

Explanation:

QUESTION 27

In which two scenarios should an Administrator use member engagement attributes?

- A. Member is eligible for "Bonus days" if the member constantly spends more than \$500 each month for a year.
- B. Member attends three trainings between March 1st and April 30th to get 200 bonus points.
- C. Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only.
- D. Member enrolls in "welcome aboard" promotion for free surprise gift every quarter.

Correct Answer: A, B

Section:

Explanation:

QUESTION 28

Loyalty Management enables the onboarding and managing of cross-industry program partners to increase member engagement with the Loyalty program. The consultant needs to add a program partner. Which fields are required to set up a partner?

- A. Name, Partnership Start Data, Industry, Status, Billing Type
- B. Name, Program, Program Partnership Category, Type, Billing Type
- C. Name, Partnership Start Data, Billing Type, Status, Type
- D. Name, Partnership Start Data, Industry, Status, Type

Correct Answer: D

Section:

Explanation:

QUESTION 29

What three types of vouchers can be configured in Loyalty Management?

- A. Promo Code
- B. Discount Percentage
- C. Fixed Value
- D. Gift Card
- E. Product or Service

Correct Answer: B, C, E

Section:

Explanation:

QUESTION 30

A company has new accrual and redemption partner that they wish to add to its Loyalty program as part of a strategic business partnership. Once the Administrator selects the loyalty program, which steps should the Administrator take to add new partner to the program?

- A. Enter the program partner name > Associate to an account > Set program partner type to 'Both' (Accrual and Redemption)
- B. Enter the partner contact name > Associate to a partner Contact Name > Set program type to 'Both' (Accrual and Redemption)
- C. Enter the program partner name > Associate to a Partner Contact Name > Set program partner type to 'Both' (Accrual and Redemption)
- D. Chose relevant account name to Associate to the program > Set program partner type to 'Both' (Accrual and Redemption)

Correct Answer: A

Section:

Explanation: