SALESFORCE-LOYALTY-MANAGEMENT[Q&As]

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QUESTION 1

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

A. Member is eligible for `Bonus days" if the member constantly speeds 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: AB

In Salesforce Loyalty Management, member engagement attributes are used to track and reward customer behaviors that are not directly tied to transactions. In the scenarios provided:

Member is eligible for `Bonus days" if the member constantly spends more than $500 each month for a year (A):This scenario is ideal for using member engagement attributes to track consistent high spending over a year. The attributes can

be used to monitor monthly spending and, once the criteria are met, trigger the bonus days reward.

Member attends three trainings between March 1st and April 30th to get 200 bonus points (B):This is another perfect use case for member engagement attributes. The attributes can be set to track participation in specific events (like training

sessions) and award points when the member meets the attendance requirement.

Member buys apparel online and gets 400 bonus points if the member belongs to Gold Tier only (C):This scenario is more about transactional behavior combined with tier status, which might not necessarily require the use of engagement

attributes. Instead, this could be managed through regular transactional rules and tier benefits.

Member enrolls in "welcome aboard" promotion for free surprise gift every quarter (D):While engagement attributes could potentially track enrollment in promotions, this scenario seems more straightforward and could be managed through the

promotion and voucher functionalities in Salesforce Loyalty Management without the need for engagement attributes.

Engagement attributes are particularly useful for tracking non-purchase behaviors and engagements, providing a flexible tool to reward members for a wide range of activities, enhancing their loyalty and engagement with the program. The

Salesforce Loyalty Management documentation provides extensive guidance on configuring and using member engagement attributes effectively.

QUESTION 2

A Loyalty member has achieved enough points for Gold tier status; however, the member reports some benefits are missing.

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What should the Administratordo to troubleshoot and correct the error?

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

Correct Answer: A

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 3

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:Fixedvalued,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: A

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 4

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A sports clothing and accessories retailer is setting up a new Loyalty program. The company wants an effective way to create urgency in its Loyalty program members to return to purchase and redeem their points within a specified period. The entire points balance expires if a member\'s last activity, including any purchase or points redemption, reaches 18 months.

What steps should a Loyalty Consultant follow to meet the retailer\'s requirement when implementing the new Loyalty program?

A. Set up a Non-Qualifying Points currency and apply the expiration model \'Fixed Model\'

B. Set up a Qualifying Points currency and apply the expiration model \'Activity Model\'

C. Set up a Non-Qualifying Points currency, apply the expiration model \'Activity Model\'

D. Set up a Qualifying Points currency and apply the expiration model \'Fixed Model\'

Correct Answer: C

To create urgency for Loyalty program members to return and redeem their points within a specified period, where the entire points balance expires if a member\'s last activity reaches 18 months, the Loyalty Consultant should:

Set up a Non-Qualifying Points currency, apply the expiration model \'Activity Model\' (C):This setup allows for the expiration of Non-Qualifying Points based on member activity, specifically if there is no purchase or points redemption activity

within an 18-month period. The Activity Model is used to track the last activity date and trigger expiration based on this inactivity period. Setting up a Non-Qualifying Points currency with a \'Fixed Model\' expiration (option A), a Qualifying Points

currency with either \'Activity Model\' (option B) or \'Fixed Model\' expiration (option D), would not meet the retailer\'s requirement for creating urgency based on the last activity.

Salesforce documentation on Loyalty Management would provide guidance on configuring expiration models for loyalty currencies, ensuring that program objectives, such as encouraging regular member engagement, are achieved.

QUESTION 5

A company has recently rolled out a Loyalty Program in the production environment in the Monitor Workflow Services from Setup,the SystemAdministrator noticed that all theLoyalty automations that have Data ProcessingEngine actions are failing, but the rest of the loyalty automations are working correctly.

What is the root cause of this?

A. The Default Workflow User is missing the Data Pipelines Base User permission set license

B. The Default Workflow User is missing the CLAAnalytics Base User permission set license

C. The Default Workflow User is missing the Loyalty Management permission set license

D. The Default Workflow User is missing the CLAAnalytics Base User permission set license

Correct Answer: B

The root cause of the issue where all the Loyalty automations that have Data Processing Engine actions are failing is becausethe Default Workflow User is missing the CLAAnalytics Base User permission set license (B). This permission

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set license is essential for the Default Workflow User to execute actions related to the Data Processing Engine within Salesforce Loyalty Management. Without this permission set, the user lacks the necessary access rights to run these specific automations, leading to the observed failures. Salesforce documentation on Loyalty Management would provide guidance on setting up and troubleshooting automations, including the necessary permission sets for different actions.

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