SALESFORCE-LOYALTY-MANAGEMENT^{Q&As}

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1 / 5

QUESTION 1

The VP of Loyalty Technology at ABC Corp. wants to launch a new Loyalty program with minimal development time. However, its current Loyalty engine requires several complex system integrations with its marketing and customer service platforms. A Technical Consultant is brought in to assess the company\'s business requirements and recommend a feasible solution to deliver the desired Loyalty program for its customers.

Which two seamless integrations within the Salesforce ecosystem, does Salesforce Loyalty Management offer that can be easily enabled by the Technical Consultant to meet the customer\'s business requirement?

A. Salesforce Service Cloud

B. Third-party Customer Data Platform (CDP)

C. Supplier and Partner Ecosystem

D. Salesforce Marketing Cloud

Correct Answer: AD

Salesforce Loyalty Management offers seamless integrations within the Salesforce ecosystem that can be easily enabled to meet ABC Corp.\'s business requirements for launching a new Loyalty program, including:

Option A:Salesforce Service Cloud, which can be integrated to manage customer service interactions and inquiries related to the Loyalty Program, enhancing the overall customer experience.

Option D:Salesforce Marketing Cloud, which allows for the creation and management of targeted marketing campaigns to engage Loyalty Program members, promote rewards, and encourage participation. Reference: Salesforce

documentation on Loyalty Management and its integration capabilities with Service Cloud and Marketing Cloud provides insights into how these platforms can be leveraged to support and enhance the functionality of Loyalty Programs.

QUESTION 2

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 set license is essential for the Default Workflow User to execute actions related to the Data Processing Engine within

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3 / 5

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.

QUESTION 3

Cloud Kicks has been using Loyalty Management, Sales Cloud, and Service Cloud as part of its tech stack to manage its Loyalty Program. The marketing team is interested in implementing Salesforce Marketing Cloud, so Loyalty program members can be informed and engaged with personalized emails sent using Salesforce Marketing Cloud.

Using the least development effort, how can the Loyalty Management Consultant accomplish the necessary integration between Salesforce Marketing Cloud and Loyalty Management platforms?

A. Install and configure Salesforce Marketing Cloud Contacts Connection

B. Design Datasets with Dataflows and the Dataset Builder

C. Create a connected app to integrate Salesforce Loyalty Management and Marketing Cloud via APIs

D. Install and configure Marketing Cloud Connect to integrate with Loyalty Management

Correct Answer: D

To integrate Salesforce Marketing Cloud with Loyalty Management with minimal development effort, the recommended approach is:

Option D:Installing and configuring Marketing Cloud Connect. This tool facilitates seamless integration between Salesforce CRM platforms, including Loyalty Management, and Salesforce Marketing Cloud, enabling the synchronization of data

and the automation of personalized email campaigns to Loyalty Program members.

Reference: Salesforce Marketing Cloud Connect documentation outlines the installation and configuration process, emphasizing its role in bridging Salesforce CRM data with Marketing Cloud for enhanced customer engagement and

communication.

QUESTION 4

Northern Trail Outfitters would like to encourage sustained engagement with its brand over time, the company has created a Promotion that issues a bonus reward to members who make three purchases in a single month.

What type of Loyalty Promotion should the Administrator use?

A. Standard Promotion

B. Cumulative Promotion

C. Joint Promotion

D. Aggregate Promotion

Correct Answer: B

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4 / 5

For a promotion that rewards members for making three purchases in a single month, the appropriate type of Loyalty Promotion to use would be:

Cumulative Promotion (B):This type of promotion is designed to reward members for cumulative actions over a specified period, such as making multiple purchases within a month. It tracks and accumulates qualifying activities, issuing

rewards once the defined criteria are met, making it ideal for encouraging sustained engagement and repeat transactions.

Options A (Standard Promotion), C (Joint Promotion), and D (Aggregate Promotion) do not specifically cater to the requirement of rewarding members for multiple actions within a set timeframe, making Cumulative Promotion the most suitable

choice for this scenario. Salesforce documentation on Loyalty Management would provide detailed information on different types of promotions, including how to set up and manage a Cumulative Promotion to drive engagement and reward

member loyalty effectively.

QUESTION 5

Using extensive Data Processing Engine jobs to modify Salesforce data at scale, which two limits should be monitored?

A. Record Storage Limits

B. Batch Limit in Bulk Api

C. Data Pipeline Limits

D. Apex Governor Limits

Correct Answer: AC

When using extensive Data Processing Engine (DPE) jobs to modify Salesforce data at scale, the two limits that should be monitored are:

Option A"Record Storage Limits," as extensive data processing and modification can significantly impact the volume of data stored in Salesforce, potentially reaching storage capacity limits.

Option C"Data Pipeline Limits," since DPE jobs involve data processing tasks that may be constrained by the limits of Salesforce\'s data processing capabilities and resources.

Reference: Salesforce documentation on Data Processing Engine and Salesforce limits provides guidance on monitoring and managing storage and processing limits when performing large-scale data operations.

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5 / 5