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NEW QUESTION: 1

U+ Bank wants to offer credit cards only to low-risk customers. The customers are divided into various risk segments from Good to Very Poor. The risk segmentation rules that the business provides use the Average Balance and the customer Credit Score.

As a decisioning consultant, you decide to use a decision table and a decision strategy to accomplish this requirement in Pega Customer Decision Hubtm.



	Credit Score	Credit Score	Average Balance	Result
	>=	<	>=	
If	400	600	30000	Good
else if	200	400	20000	Fair
else if	100	200	10000	Poor
else if	50	100	1000	Very Poor
Otherwise				Very Poor

Using the decision table, which label is returned for a customer with a credit score of 240 and an average balance 35000?

- A. Fair
- B. Poor
- C. Good
- D. Very Poor

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 2

U+ Bank uses Pega Customer Decision Hubtm to display an offer to its customers on the U+ Bank website.

The bank wants to ensure that Silver credit cards are not offered to customers under 27 years of age. They also want to ensure that Platinum cards are offered only to customers who had a positive balance in the last year.

What do you configure in the Next-Best-Action Designer to achieve this outcome?

- A. Contact policy rules
- B. Engagement policies
- C. Arbitration rules
- D. Customer segments

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 3

As a decisioning consultant, you advise the board on the business issues for which they must use the Next-Best-Action strategy.

Which three business issues do you recommend? (Choose Three)

- A. Resource Planning
- B. Retention
- C. Accounting
- D. Service
- E. Collections

Answer: B,C,E ([LEAVE A REPLY](#))

NEW QUESTION: 4

Using Pega Customer Decision Hub, a mobile company transitions from a one-to-many to a one-to-one marketing approach.

The company is introducing a new data plan.

To offer the new data plan, what must the mobile company focus on when implementing the Next-Best-Action paradigm?

- A. Maximize customer churn for low-value customers
- B. Meet the quarterly targets regardless of customer needs
- C. Offer the new retention plan for all customers in a certain region
- D. Customer relevancy and business profitability

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 5

You are a strategy designer on a next-best-action project and are responsible for designing and implementing decision strategies.

Select each component on the left and drag it to the correct requirement on the right.

Component	Answer Area	Requirement	Component
Decision table		Determine target budget to retain a customer	
Group By		Divide customers into risk segments	
Set Property		Compute sum of profit	
Scorecard		Determine customer credit score	

Answer:

Component	Answer Area	Requirement	Component
Decision table		Determine target budget to retain a customer	Decision table
Group By		Divide customers into risk segments	
Set Property		Compute sum of profit	Group By
Scorecard		Determine customer credit score	Scorecard

Explanation

Compute SUM of PROFIT = Group BY

Determine target budget to retain a customer = Set Property

Determine customer credit score = Scorecard

Divide customers into risk segment = Decision Table

NEW QUESTION: 6

U+ Bank, a retail bank, wants to show home loan offers to customers who log in to their website.

U+ Bank decides to use the Pega Customer Decision Hubtm.

What information does the U+ Bank website receive in response to the real-time container request by Customer Decision Hub?

- A. Only the image location and its placement type
- B. Only the image location
- C. Only relevant action details and its treatment details
- D. Only the action name and description

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 7

MyCo, a telecom company, wants to present their customers on Facebook with customer-centric mobile internet offers. What action must MyCo take to meet this business requirement?

- A. Create a Facebook post
- B. Make a call
- C. Place a paid ad

D. Send an email

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 8

U+ Bank has launched a new credit card for all customers with a premium bank account. As a decisioning consultant, you need to create actions that involve the full customer life cycle: marketing, sales, and service.

Which two valid actions do you create? (Choose Two)

- A. 1% cash back credit card
- B. Credit card status
- C. Credit card number
- D. No annual fee credit card

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

What does a solid arrow from a "Set Property" component to a "Filter" component mean?

- A. To evaluate the "Set Property" component, the "Filter" component is evaluated first.
- B. A property from the "Set Property" component is referenced by the "Filter" component.
- C. There is a one-to-one relationship between a "Set Property" and a "Filter" component.
- D. Information from the "Set Property" component is copied over to the "Filter" component.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 10

In a Decisioning Strategy, which decision component is required to enable access to the Customer properties like age, income, etc.?

- A. Proposition Data
- B. Data Import
- C. None, properties are available
- D. Set Property

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 11

An outbound run identifies 150 Standard card offers, 75 on email, and 75 on the SMS channel.



If the following volume constraint is applied, how many actions are delivered by the outbound run?

- A. 75 SMSes and 25 emails
- B. 75 emails 25 SMSes
- C. 150
- D. 100

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 12

U+ Bank, a retail bank, wants to send promotional emails related to credit card offers to their qualified customers. You have already created an action flow template with the desired flow pattern and reused it for all the credit card actions.

What must you do to ensure that this action is not selected for any customers?

- A. Set the action availability to Within a defined time period
- B. Set the action availability to Always
- C. Set the action availability to Never
- D. Set the action availability to Template

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 13

U+ Bank, a retail bank, follows all engagement policy best practices to present credit card offers on their website. The bank has introduced a new credit card offer, the Rewards card. Anna, an existing customer, currently holds a higher value card. Premier Rewards, and does not see the new Rewards card offer.

What condition possibly prevents Anna from seeing the new Rewards card offer?

- A. Applicability
- B. Eligibility
- C. Suitability
- D. Suppression rules

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 14

U+ Bank, a retail bank, uses Pega Customer Decision Hubtm for their one-to-one customer engagement. The bank now wants to change its offer prioritization to consider both business objectives and customer needs.

Which two factors do you configure in the Next-Best-Action Designer to implement this change? (Choose Two)

- A. Contact policies
- B. Business levers
- C. Engagement policies
- D. Context weighting

Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 15

The U+ Bank marketing department currently promotes various home loan offers to qualified customers. Now, the bank does not want customers to receive more than four promotional emails per quarter, regardless of past responses to that action by the customer.

Which option allows you to implement the business requirement?

- A. Customer contact limits
- B. Volume constraints
- C. Suppression policies
- D. Suitability rules

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 16

U+ Bank uses a scorecard rule in a decision strategy to compute the mortgage limit for a customer. U+ Bank updated their scorecard to include a new property in the calculation: customer income.

What changes do you need to make in the decision strategy for the updated scorecard to take effect?

- A. Add a new Group By component for the mortgage limit calculation.
- B. Remap the scorecard property in the decision strategy for the change to take effect.
- C. A new proposition filter needs to be configured in the strategy to filter on customer income.
- D. The score calculation is independent of the strategy and no change is required.

Answer: C ([LEAVE A REPLY](#))

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NEW QUESTION: 17

MyCo, a mobile company, uses Pega Customer Decision Hubtm to display offers to customers on its website.

The company wants to present more relevant offers to customers based on customer behavior.

The following diagram is the action hierarchy in the Next-Best-Action Designer.



The company wants to present offers from both the groups and arbitrate across the two groups to select the best offer based on customer behavior.

As a decisioning consultant, what must you do to present offers from the two groups?

- A. Enable an engagement policy for the second group.
- B. Create a decision strategy at the Issue-level.
- C. Map a real-time container to the Top-level or Issue-level.
- D. Set contact limits for both the groups.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 18

Myco, a telecom company, has come up with a new data plan group to suit its customers' needs. The below table lists the three data plan actions and the criteria a customer should satisfy to qualify for the offer.

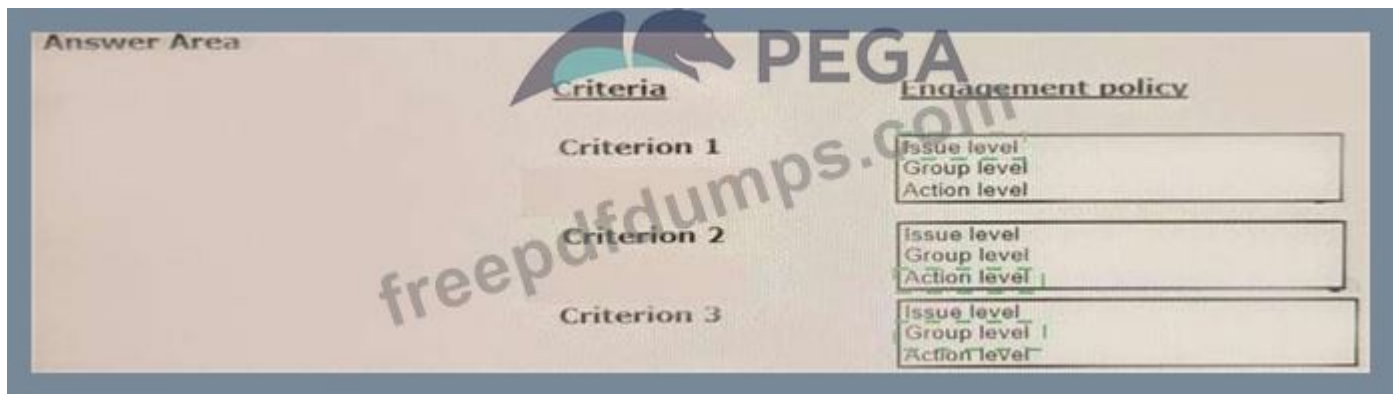
Data Plans	Criterion 1	Criterion 2	Criterion 3
1 GB plan	Owns a smart mobile	Under graduation student	New customer
3 GB plan	Owns a smart mobile	Under graduation student	Existing customer
5 GB plan	Owns a smart mobile	Post graduation student	Existing customer

How do you configure the engagement policies to implement this requirement?

Answer Area

<u>Criteria</u>	<u>Engagement policy</u>
Criterion 1	Issue level Group level Action level
Criterion 2	Issue level Group level Action level
Criterion 3	Issue level Group level Action level

Answer:



NEW QUESTION: 19

Myco, a telecom company, uses Pega Customer Decision Hubtm to present offers to qualified customers. The business recently decided to send offer messages through the email channel. The Design department has designed an email treatment which includes dynamic placeholders. As a decisioning consultant, what do you use in order to test the visualization and the rendering of the email content, including replacing of the placeholders with customer information?

- A. a seed list from the Test Message tab
- B. schedule an outbound run with a limited number of customers
- C. preview section from the email content editor
- D. a list of customer email addresses from the Test Message tab

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 20

U+ Bank has recently introduced a few mortgage offers that are presented to qualified customers on its website- The business now wants to prevent offer overexposure, as overexposure negatively impacts the customer experience.

Select the correct suppression rule for the requirement: If a customer has clicked on any of the mortgage offers a total of three times in the last 7 days, do not show any mortgage offers to that customer for the next 10 days.

- A. Suppress an action for 7 days if there are three clicks on the web channel in the last 10 days.
- B. Suppress an action for 10 days if there are three clicks for any channel in the last 7 days.
- C. Suppress a group of actions for 10 days if there are three clicks on the web channel in the last 7 days.
- D. Suppress a group of actions for 10 days if there are three clicks on the web channel in the last 10 days.

Answer: B ([LEAVE A REPLY](#))

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