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QUESTION 1

U+ Bank wants to use Pega Marketing, powered by Pega Customer Decision Hub, to drive sales by displaying the most relevant message to its customers. As a first step, U+ Bank has decided to leverage its website as a marketing channel. The management wants to evaluate how successful the customer engagement is in the web channel. As a Strategy Designer what must you configure in the Next-Best-Action designer to achieve this requirement?

A. Total volume KPI

B. Web Click Through Rate KPI

C. Prioritization strategy

D. Interaction history report

Correct Answer: B

QUESTION 2

MyCo, a mobile company, uses Pega Marketing, powered by Pega Customer Decision Hub, to display marketing offers to its customers on its website. The company would like to display more relevant offers to customers based on customer behavior. The following is the proposition hierarchy in the Next-Best-Action Designer.
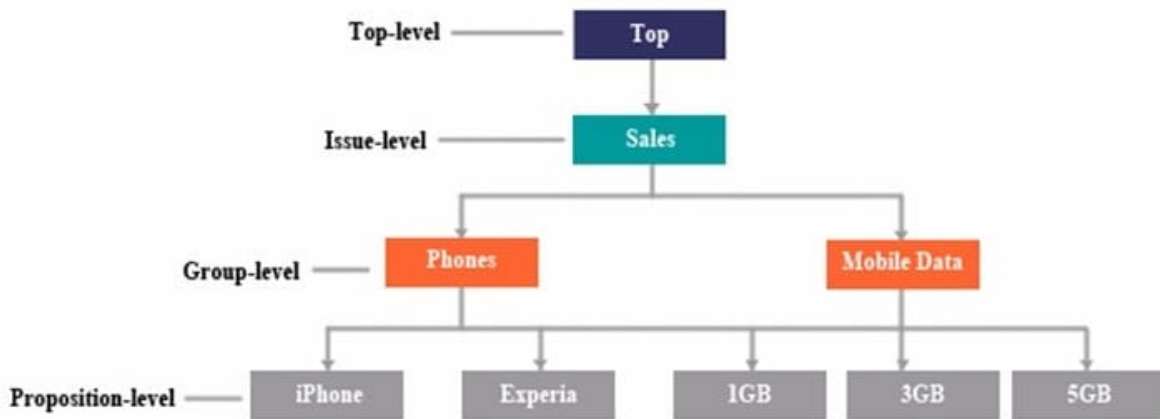
Both the groups are configured with a relevancy strategy and eligibility criteria.

The company would like to arbitrate across the offers in the two groups and select the best offer based on customer behavior. To meet this business requirement, at which level should the Strategy Designer configure the proposition

prioritization strategy?

A. Eligibility-level

B. Group-level

C. Issue-level

D. Proposition-level

Correct Answer: D

QUESTION 3

U+ Bank purchased Pega Customer Decision Hub to enhance the customer experience in their branches. The new application they have built has a Next-Best-Action panel to guide the branch advisor. When does the Next-Best-Action panel for the branch advisor need to be refreshed during the conversation with the customer?

A. Every time new information about the customer is received

B. Once, after the customer reason to visit the branch is captured in the system

C. Every second to ensure timely recommendations

D. First time, after looking up the customer in the system to ensure consistency during the visit

Correct Answer: D

QUESTION 4

A mobile company wants to introduce new data plans to target students. As a strategy designer, you create new data plan offers. Which offer attribute do you need to set to make the offer available in the contact center?

A. Evidence

B. KeyCode

C. Channel

D. Active

Correct Answer: D

QUESTION 5

An adaptive model captures outcomes of _____.

A. only negative customer responses

B. similar propositions

C. a subset of customer responses

D. only positive customer responses

Correct Answer: C

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