

PEGAPCDC85V1^{Q&As}

Pega Certified Decisioning Consultant (PCDC) version 8.5

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QUESTION 1

You are the decisioning consultant on an AI-powered one-to-one customer engagement implementation project. You are asked to design the next-best-action prioritization expression that balances the customer needs with the business objectives.

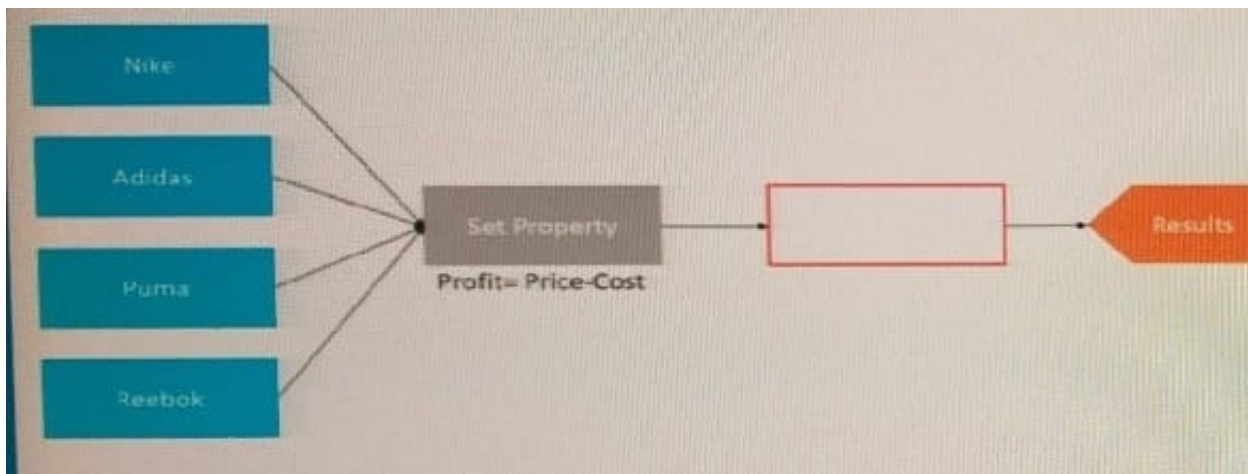
What factor do you consider in the prioritization expression?

- A. Predicted customer behavior
- B. Customer contact policy
- C. Offer eligibility
- D. Offer relevancy

Correct Answer: C

QUESTION 2

The following decision strategy outputs the most profitable shoe a retailer can sell. The profit is the selling Price of the shoe, minus the Cost to acquire the shoe.



The details of the shoes are provided in the following table:

Action	Price	Cost	Profit
Nike	\$69	\$59	\$10
Adidas	\$65	\$45	\$20
Puma	\$85	\$65	\$20
Reebok	\$75	\$50	\$25

What is the number of outputs that each component has?

- A. Set-Property=1, Results=4

B. Set-Property=4, Results=4

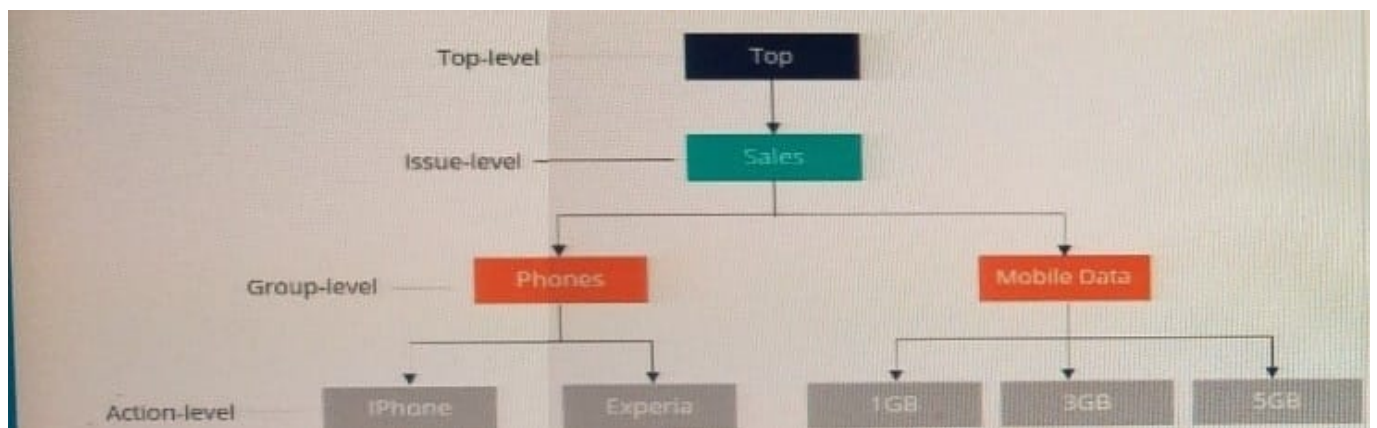
C. Set-Property=1, Results=1

D. Set-Property=4, Results=1

Correct Answer: A

QUESTION 3

MyCo, a mobile company, uses Pega Customer Decision Hub™ 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?

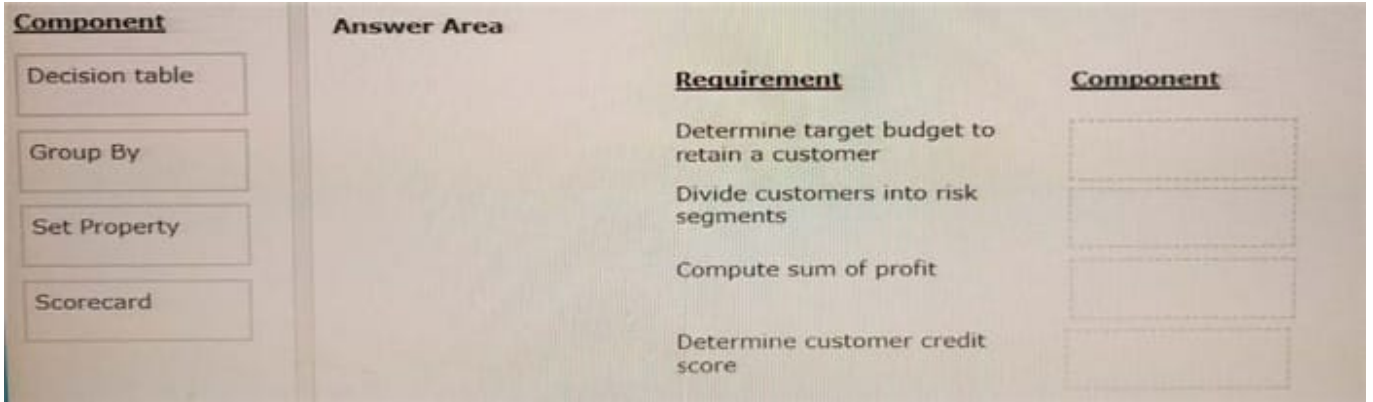
- A. Enable an engagement policy for the second group.
- B. Set contact limits for both the groups.
- C. Map a real-time container to the Top-level or Issue-level.
- D. Create a decision strategy at the Issue-level.

Correct Answer: D

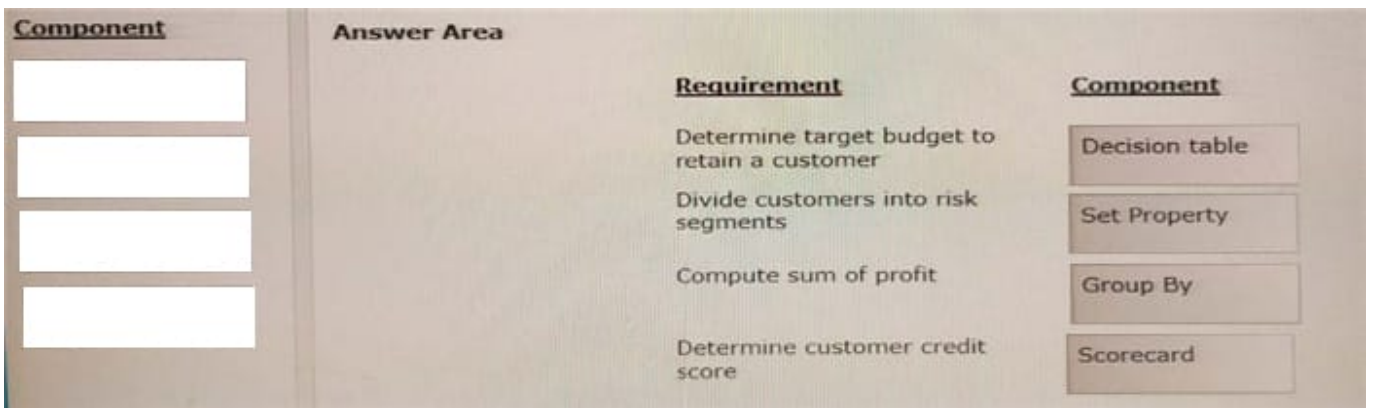
QUESTION 4

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.

Select and Place:



Correct Answer:



QUESTION 5

MyCo, a telecom company, introduced fiber optic service in the northern region of the country. They want to advertise this service on their website by using a banner and target the customers living in that area.

What do you need to configure in the Next-Best-Action Designer to implement this requirement?

- A. Applicability rules
- B. Audience
- C. Prioritization formula
- D. Customer segment

Correct Answer: B

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