PEGAPCDC85V1^{Q&As}

Pega Certified Decisioning Consultant (PCDC) version 8.5

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QUESTION 1

U+ Bank, a retail bank, presents various credit card offers to its customers on its website. The bank uses artificial intelligence (AI) to prioritize the offers based on customer behavior. Since introducing the Gold credit card offer, the offer click through rate propensity has increased to 0.83.

What does the increase in the propensity value most likely indicate?

A. Similar customers have ignored the offer.

B. Similar customers have shown interest in the offer.

C. Similar customers have rejected the offer.

D. Similar customers have purchased other offers.

Correct Answer: D

QUESTION 2

U+ Bank\\'s marketing department currently promotes various credit card offers by sending emails to qualified customers. The bank wants to limit the number of offers that customers can receive over a given period of time. In the Answer Area, select the correct artifact you use to implement each requirement.

Hot Area:

Correct Answer:

Answer Area

Requirement	Artifact
Do not send more than 500 email offers in the outbound run.	Suppression policy / **Customer contact limits** / Volume constraints
Do not send more than two email offers to a customer in one month.	**Suppression policy** / Customer contact limits / Volume constraints
Do not send any credit cards for ten days if a customer has clicked on a credit card five times in the last seven days.	Suppression policy / Customer contact limits / **Volume constraints**
Do not send a credit card for ten days if the card was shown three times in the last seven days.	**Suppression policy** / Customer contact constraints / Volume constraints

QUESTION 3

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. Business levers

B. Engagement policies

C. Context weighting

D. Contact policies

Correct Answer: AB

QUESTION 4

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

|		
> Maximum 100 Daily with Channel: Action: StandardCard	100 remaining	
> Maximum 75 Daily with Channel: Email	75 remaining	
> Maximum 75 Daily with Channel: SMS	75 remaining	

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

A. 75 emails 25 SMSes

B. 75 SMSes and 25 emails

C. 100

D. 150

Correct Answer: B

QUESTION 5

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.
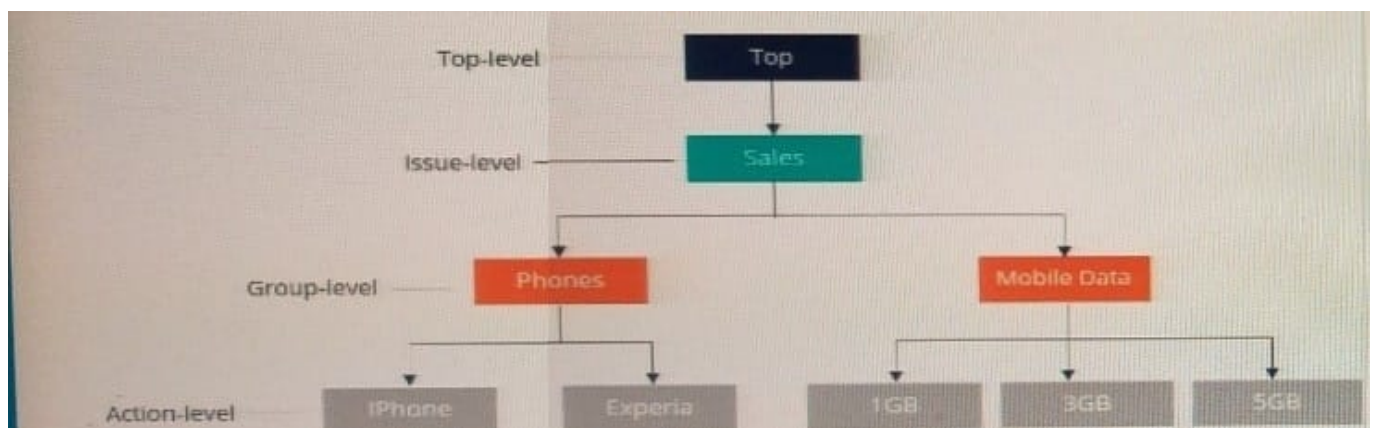
The company wants to present offers from both the groups and arbitrate across the two groups to select the best offer based on customer behavior. As a decisioning consultant, what must you do to present offers from the two groups?

A. Enable an engagement policy for the second group.

B. 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

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