

PEGAPCDC85V1^{Q&As}

Pega Certified Decisioning Consultant (PCDC) version 8.5

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QUESTION 1

U+ Bank, a retail bank, wants to begin promoting credit card offers via email to qualified customers. The business would like to ensure that the outbound run always uses the latest customer information.

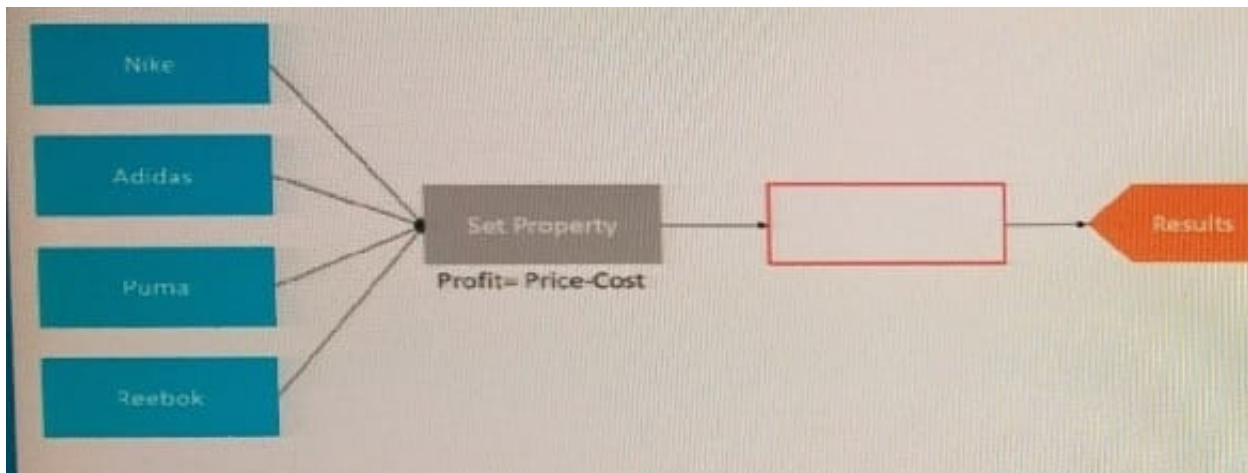
What do you configure to implement this requirement?

- A. Trigger an external ETL (Extract-Transform-Load) process
- B. Select Refresh the audience
- C. Run the starting population segment daily
- D. Select different audience sample with similar profile

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

You are a decisioning consultant responsible for configuring offer prioritization for home loan offers based on the business requirements. Select each prioritization factor on the left and drag it to the correct condition on the right.

Select and Place:

Prioritization factor

Propensity

Action value

Context weighting

Business levers

Answer Area

Condition

Assign a financial value to an action

Situational context for each action

Likelihood of a customer responding positively

Assert some level of control over the prioritization

Prioritization factor

Correct Answer:

Prioritization factor

Answer Area

Condition

Assign a financial value to an action

Situational context for each action

Likelihood of a customer responding positively

Assert some level of control over the prioritization

Prioritization factor

Propensity

Context weighting

Action value

Business levers

QUESTION 4

In the Answer Area, select the correct engagement policy for each condition.

Hot Area:

Answer Area

Condition	Engagement policy		
	Eligibility	Applicability	Suitability
The customer must not be flagged as deceased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer already owns a higher-value offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Must be a resident of the New York City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The savings product offers are only relevant if the customer has not explicitly opted out of direct marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inappropriate for customers with a credit score < 300 as they are likely to default	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Correct Answer:

Answer Area

Condition	Engagement policy		
	Eligibility	Applicability	Suitability
The customer must not be flagged as deceased	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Customer already owns a higher-value offer	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Must be a resident of the New York City	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The savings product offers are only relevant if the customer has not explicitly opted out of direct marketing	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Inappropriate for customers with a credit score < 300 as they are likely to default	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

QUESTION 5

Myco, a telecom company, has recently implemented Pega Customer Decision Hub™. Now, the company wants to move away from traditional marketing and leverage the always-on outbound capabilities.

What artifact do you configure to translate the traditional segments used to identify the target audience?

- A. Engagement policies and Arbitration
- B. Contact policies
- C. Segmentation
- D. Audience

Correct Answer: A

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