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QUESTION 1

To which types of decisions can Customer Decision Hub be applied?

- A. Determining why response rates for a campaign in one region are below average
- B. Determining how to optimize the product portfolio to increase market share
- C. Determining how to retain a customer and what budget we should spend
- D. Determining the cause of a customer's problem

Correct Answer: A

Reference: https://www.sas.com/en_th/insights/articles/marketing/customer-decision-hub.html

QUESTION 2

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. offer relevancy
- B. customer contact policy
- C. predicted customer behavior
- D. offer eligibility

Correct Answer: D

QUESTION 3

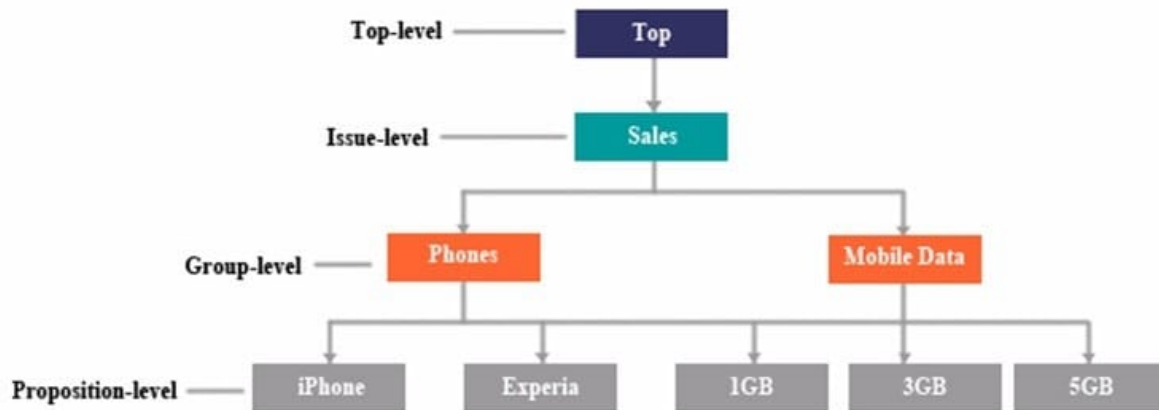
U+ Bank wants to use Pega Marketing, powered by Pega Customer Decision Hub, to drive sales by displaying the most relevant message to its customers. As a first step, U+ Bank has decided to leverage its website as a marketing channel. The management wants to evaluate how successful the customer engagement 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 4

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.

As a Strategy Designer, what must you configure in order to meet this requirement?

- A. Prioritization strategy
- B. Propensity at the group level
- C. Metrics of the adaptive model
- D. Target audience

Correct Answer: D

QUESTION 5

U+ bank wants to offer a Gold Credit Card to its customers who have an annual income of more than USD 150000. As a Strategy Designer, how do you implement this requirement in the decision strategy?

- A. Create a When rule in the strategy
- B. Add a proposition filter at the proposition level
- C. Add a set property in the strategy

D. Create a When rule in the customer class

Correct Answer: D

QUESTION 6

Selection components provide the ability to _____.

- A. import results from other strategies
- B. make calculations based upon a list of propositions
- C. filter propositions based on priority and relevance
- D. choose between a sales and a service proposition

Correct Answer: C

QUESTION 7

In a decision strategy, which decision component filters relevant offers and prioritizes these offers?

- A. Switch component
- B. Prioritize component
- C. Filter component
- D. Group By component

Correct Answer: C

QUESTION 8

To create channel-specific Adaptive Model instances, you _____.

- A. set channel information in the strategy
- B. set the channel option in the Adaptive Model component
- C. do nothing; Adaptive Model instances are always channel specific
- D. create channel specific Adaptive Model definition

Correct Answer: B

QUESTION 9

A Text Analyzer performs natural language processing on a piece of text. It then produces a structured output, which

can be analyzed using reports. What type of text analysis does the text analyzer perform?

- A. Entity extraction
- B. Word analysis
- C. Word count
- D. Cross reference analysis

Correct Answer: A

Reference: <https://community.pega.com/knowledgebase/articles/machine-learning-models-text-analytics>

QUESTION 10

Arbitration components provide the ability to _____.

- A. arbitrate between different business issues
- B. make calculations based upon a list of propositions
- C. filter propositions based on priority and relevance
- D. choose between propositions

Correct Answer: C

Reference: <https://www.slideshare.net/bhaskarvittal/pega-decision-strategy-manager-dsm>

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