

PEGAPCDC80V1^{Q&As}

Pega Certified Decisioning Consultant

Pass Pegasystems PEGAPCDC80V1 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.leads4pass.com/pegapcdc80v1.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by
Pegasystems Official Exam Center

- ⚙ **Instant Download** After Purchase
- ⚙ **100% Money Back** Guarantee
- ⚙ **365 Days** Free Update
- ⚙ **800,000+** Satisfied Customers



QUESTION 1

MyCo, a telecom company, has introduced 1GB and 3GB data plans in one of their stores and on the website. MyCo decides to use adaptive models for both offers.

As a Strategy Designer, you are interested in how the models are performing in different channels.

Which three tasks could you perform? (Choose Three)

- A. Check the performance of the 3GB data plan for the last month.
- B. Execute a simulation in Visual Business Designer and compare, in delta mode, the performance difference between the 1GB and 3GB data plans.
- C. Change the decision strategy because the performance in the web and store differs significantly.
- D. Identify the models that are performing well or poorly in the store channel.
- E. Examine the active and inactive predictors for the 1GB data plan model.

Correct Answer: ABC

QUESTION 2

When a customer is offered a proposition he has already accepted, this is because_____.

- A. the propositions are filtered based on eligibility
- B. there is no filter for previously accepted offers in the strategy
- C. the customer intent was captured incorrectly
- D. the strategy uses interaction history to exclude previously accepted files

Correct Answer: A

QUESTION 3

U+ Bank a Next-Best-Action decision strategy to determine the credit rating of its customers. A scorecard model determines the customer credit score. The business requirement is to determine the credit card rating based on the following table:

Age	Credit Score	Credit Rating
<18	100	3
>18	150	2
>25	200	1

As a Strategy Designer, how do you implement the business requirement?

- A. Configure the scorecard model to pass the credit score to the strategy
- B. Add a decision table to the strategy and configure it to reference the scorecard model
- C. Add a decision table to the strategy and pass the credit score as the parameter
- D. Add the credit rating rules in the Results tab of the scorecard component

Correct Answer: B

QUESTION 4

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 5

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 6

U+ Bank has launched a new credit card for all customers with a premium bank account. As a Strategy Designer, you need to create propositions that involve the full customer life cycle: marketing, sales, and service. Which two valid

propositions do you create? (Choose Two)

- A. Credit card number
- B. Credit card status
- C. No annual fee
- D. Address change

Correct Answer: BD

QUESTION 7

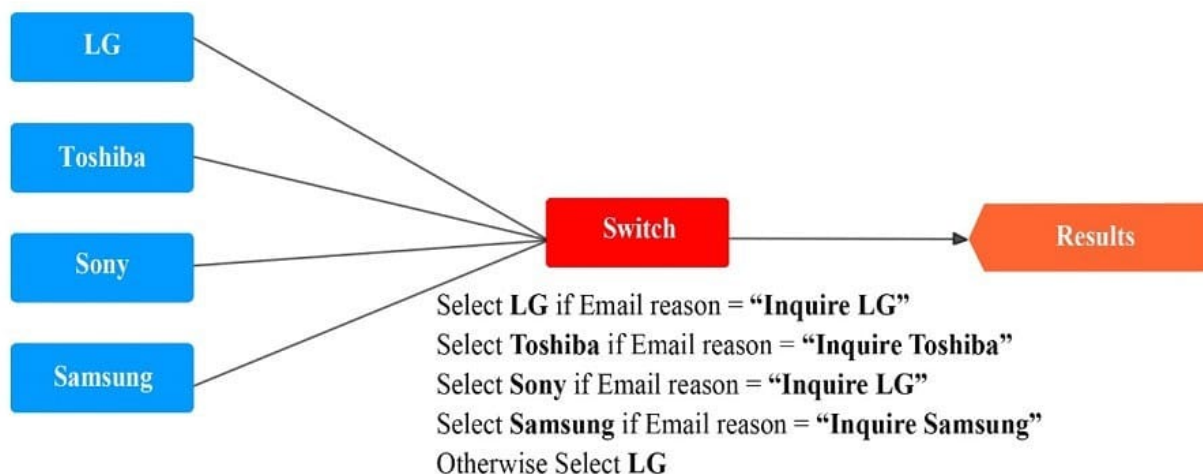
Pega Customer Decision Hub enables organizations to make Next-Best decisions. To which type of a decision is Next-Best-Action applied?

- A. Optimizing supply chain management
- B. Determining if a borrower gets a loan
- C. Predicting the time of a machine failure
- D. Determining how to optimize inventories

Correct Answer: B

QUESTION 8

MyCo, an electronics company, wants to recommend television brands to their customers based on incoming emails. As a Strategy Designer working for MyCo, you create the following Next-Best-Action strategy: If the Email reason is Inquire Philips, what does the Results of the strategy contain?



- A. No offer
- B. LG, Sony
- C. Philips
- D. LG

Correct Answer: D

QUESTION 9

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

QUESTION 10

To run a delta report in the Visual Business Director, a minimum of two _____ are required.

- A. data sources
- B. input definitions
- C. propositions
- D. strategies

Correct Answer: A

Delta Mode shows the difference between Source Data and Reference Data.

[Latest PEGAPCDC80V1
Dumps](#)

[PEGAPCDC80V1 Practice
Test](#)

[PEGAPCDC80V1 Study
Guide](#)