

# PEGAPCDC85V1<sup>Q&As</sup>

Pega Certified Decisioning Consultant (PCDC) version 8.5

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QUESTION 1

U+ Bank has decided to use the Pega Customer Decision Hub to recommend more relevant banner ads to its customers when they visit the personal portal. Select each placement type on the left and drag it to the correct requirement on the right.

Select and Place:

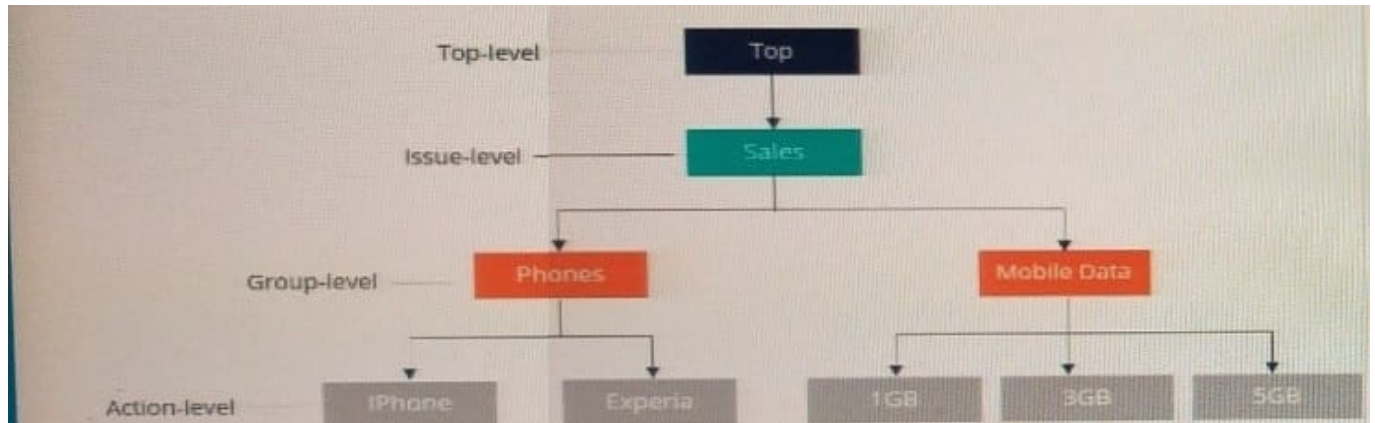
The screenshot shows a drag-and-drop interface with two columns. The left column is titled 'Placement Type' and contains four buttons: 'Tile', 'Carousel', 'Hero', and 'Footer bar'. The right column is titled 'Requirement' and contains four text boxes: 'To display an offer as a rotating strip of images', 'To display an offer at the bottom of the page', 'To display an offer at the top of the page', and 'To display an offer at a defined location on the account page'. To the right of the requirements is another column titled 'Placement Type' with four empty dashed boxes for dropping the items.

Correct Answer:

The screenshot shows the same drag-and-drop interface as above, but with the correct answer placed. The 'Placement Type' column on the left is empty. The 'Requirement' column remains the same. The 'Placement Type' column on the right now contains four buttons: 'Carousel' (top), 'Footer bar', 'Tile', and 'Hero' (bottom), which are correctly matched to the requirements above them.

QUESTION 2

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 3

What is the name of the property that is automatically recomputed for each decision component?

- A. Rank
- B. Priority
- C. Order
- D. Propensity

Correct Answer: A

### QUESTION 4

MyCo, a telecom company, notices that when customers call to check on bill status, 80% of the time, they received the wrong offer promotion, leading to customer dissatisfaction. The company decides to boost customers' needs in the prioritization formula, to improve sales in the current quarter.

Which arbitration factor do you configure to implement the requirement?

- A. Context weighting
- B. Propensity

C. Business weighting

D. Action value

Correct Answer: A

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**QUESTION 5**

U+ Bank has recently introduced a few mortgage offers that are presented to qualified customers on its website. The business now wants to prevent offer overexposure, as overexposure negatively impacts the customer experience.

Select the correct suppression rule for the requirement: If a customer is presented on the website with the same offer five times in the last 14 days, do not show the same offer to that customer for the next 10 days.

A. Suppress an action for 10 days if there are five impressions for any channel in the last 14 days

B. Suppress a group of actions for 10 days if there are five impressions for any channel in the last 10 days

C. Suppress an action for 10 days if there are five impressions for web channel in the last 14 days

D. Suppress an action for 14 days if there are five rejects for web channel in the last 10 days

Correct Answer: C

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**QUESTION 6**

Myco, a telecom company, uses Pega Customer Decision Hub™ to present offers to qualified customers. The business recently decided to send offer messages through the email channel. The Design department has designed an email

treatment which includes dynamic placeholders.

As a decisioning consultant, what do you use in order to test the visualization and the rendering of the email content, including replacing of the placeholders with customer information?

A. a list of customer email addresses from the Test Message tab

B. schedule an outbound run with a limited number of customers

C. preview section from the email content editor

D. a seed list from the Test Message tab

Correct Answer: D

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**QUESTION 7**

U+ Bank's marketing department currently promotes various home loan offers to qualified customers. Now, the bank does not want to show offers on a customer's account page if the customer has already received three home loan offers in the last two weeks.

What do you need to define to implement the business requirement?

- A. Customer contact limits
- B. Suppression policy
- C. Volume constraints
- D. Applicability rules

Correct Answer: D

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**QUESTION 8**

When a customer is offered an action that they already accepted, this is because\_\_\_\_\_.

- A. the strategy is not customized to exclude previously accepted offers
- B. there are no suppression rules defined
- C. the actions are filtered based on eligibility
- D. the customer intent was captured incorrectly

Correct Answer: D

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**QUESTION 9**

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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**QUESTION 10**

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

Hot Area:

**Answer Area**

<u>Condition</u>	<u>Engagement policy</u>		
	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**

<u>Condition</u>	<u>Engagement policy</u>		
	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"/>

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