

PEGAPCDC85V1^{Q&As}

Pega Certified Decisioning Consultant (PCDC) version 8.5

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QUESTION 1

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	<input type="checkbox"/>	⋮
> Maximum 75 Daily with Channel: Email	75 remaining	<input type="checkbox"/>	⋮
> Maximum 75 Daily with Channel: SMS	75 remaining	<input type="checkbox"/>	⋮

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 2

To calculate the total number of customer responses of four actions in a group, you must use_____.

- A. four Group By components
- B. one Group By component
- C. four Set Property components
- D. one Set Property component

Correct Answer: D

QUESTION 3

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

QUESTION 4

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:

Requirement	Artifact
Do not send more than 500 email offers in the outbound run.	<input type="checkbox"/> Suppression policy <input type="checkbox"/> Customer contact limits <input type="checkbox"/> Volume constraints
Do not send more than two email offers to a customer in one month.	<input type="checkbox"/> Suppression policy <input type="checkbox"/> Customer contact limits <input type="checkbox"/> 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.	<input type="checkbox"/> Suppression policy <input type="checkbox"/> Customer contact limits <input type="checkbox"/> Volume constraints
Do not send a credit card for ten days if the card was shown three times in the last seven days.	<input type="checkbox"/> Suppression policy <input type="checkbox"/> Customer contact constraints <input type="checkbox"/> Volume constraints

Correct Answer:

Requirement	Artifact
Do not send more than 500 email offers in the outbound run.	<input type="checkbox"/> Suppression policy <input checked="" type="checkbox"/> Customer contact limits <input type="checkbox"/> Volume constraints
Do not send more than two email offers to a customer in one month.	<input checked="" type="checkbox"/> Suppression policy <input type="checkbox"/> Customer contact limits <input type="checkbox"/> 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.	<input type="checkbox"/> Suppression policy <input type="checkbox"/> Customer contact limits <input checked="" type="checkbox"/> Volume constraints
Do not send a credit card for ten days if the card was shown three times in the last seven days.	<input checked="" type="checkbox"/> Suppression policy <input type="checkbox"/> Customer contact constraints <input type="checkbox"/> Volume constraints

QUESTION 5

U+ Bank uses Pega Customer Decision Hub™ to display an offer to its customers on the U+ Bank website.

The bank wants to ensure that Silver credit cards are not offered to customers under 27 years of age. They also want to ensure that Platinum cards are offered only to customers who had a positive balance in the last year.

What do you configure in the Next-Best-Action Designer to achieve this outcome?

- A. Engagement policies
- B. Contact policy rules
- C. Customer segments
- D. Arbitration rules

Correct Answer: C

QUESTION 6

To reference a customer property in a strategy, you need to prefix the property name with the keyword_____.

- A. \\\' .\\\'
- B. "Customer."
- C. "Data."
- D. No prefix. Use directly the property name.

Correct Answer: A

QUESTION 7

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. Predicted customer behavior
- B. Customer contact policy
- C. Offer eligibility
- D. Offer relevancy

Correct Answer: C

QUESTION 8

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 do you configure to select the best offer from both groups based on customer behavior?

- A. Enable an action value in the prioritization formula.
- B. Ensure that the propensity is enabled in Arbitration tab.
- C. Create a prioritization decision strategy at the Group-level.
- D. Create an adaptive model rule at the Issue-level.

Correct Answer: A

QUESTION 9

In Pega Customer Decision Hub™, the characteristics of an action are defined by using

- A. properties
- B. logos
- C. plain text
- D. banners

Correct Answer: A

QUESTION 10

U+ Bank wants to offer credit cards only to low-risk customers. The customers are divided into various risk segments from Good to Very Poor. The risk segmentation rules that the business provides use the Average Balance and the customer Credit Score.

As a decisioning consultant, you decide to use a decision table and a decision strategy to accomplish this requirement in Pega Customer Decision Hub™.

	Credit Score	Credit Score	Average Balance	Result
	\geq	$<$	\geq	
If	400	600	30000	Good
else if	200	400	20000	Fair
else if	100	200	10000	Poor
else if	50	100	1000	Very Poor
Otherwise				Very Poor

Using the decision table, which label is returned for a customer with a credit score of 240 and an average balance 35000?

- A. Fair
- B. Good
- C. Very Poor
- D. Poor

Correct Answer: C

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