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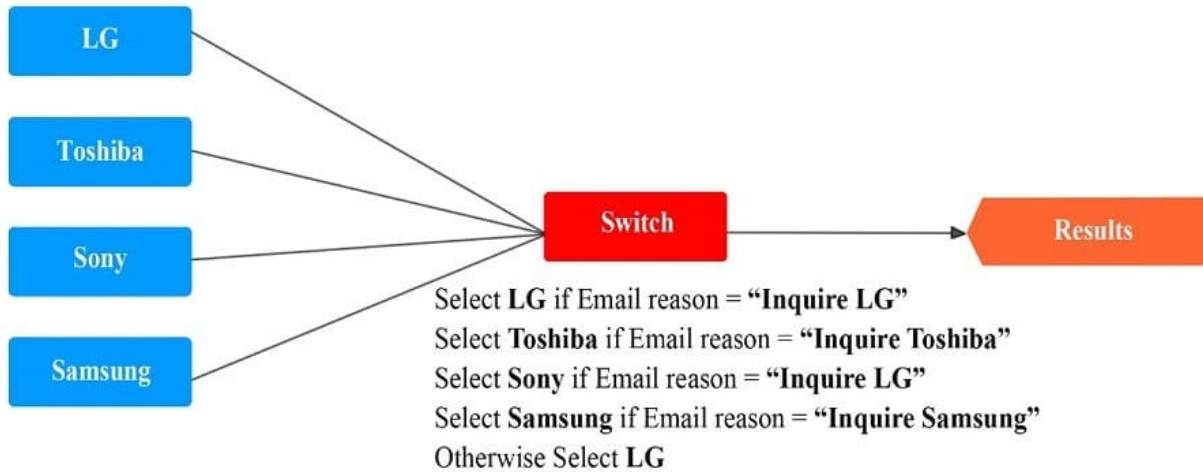
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**QUESTION 1**

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 2**

The number of results returned by an Interaction History component can be narrowed down based on \_\_\_\_\_.

- A. the customer lifetime value
- B. the age of the customer
- C. a time period
- D. the total count of propositions in a given channel

Correct Answer: C

**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**

U+ Bank offers two credit cards to its customers: the Cold Card and the Silver Card. The bank wants the annual fee property of the credit cards to be dynamic based on the customer lifetime value property.

That is, customers with customer lifetime value greater than 65 receive a discount of 20% on the annual fee.

As a Strategy Designer, how do you implement this requirement in the decision strategy?

- A. By using the When rule to set the annual fee
- B. By using the When rule to set the customer value
- C. By using the If function to set the customer value
- D. By using the If function to set the annual fee

Correct Answer: C

**QUESTION 5**

U+ Bank uses a Next-Best-Action decision strategy to automatically approve credit card limit changes requested by customers. A scorecard model determines the customer credit score. The automatic approval of credit card limits are processed based on the following criteria set by the bank:

<b>Credit Score</b>	<b>Max Credit Card limit</b>
<150	USD 1000
<175	USD 2000
Otherwise	USD 3000

The bank wants to change the threshold value for the USD 2000 credit limit from "