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QUESTION 1

DRAG DROP

Designing the Next-Best-Action strategy that drives AI-powered one-to-one Customer Engagement is a staged process. Each stage refines the proposition selection process. Place the stages in the order of implementation.

Select and Place:

Stages

Define the prioritization formula
Define the business issue and proposition group hierarchy
Define the propositions
Define proposition eligibility rule

Implementation Order

Correct Answer:

Stages

Implementation Order

Define proposition eligibility rule
Define the propositions
Define the prioritization formula
Define the business issue and proposition group hierarchy

QUESTION 2

DRAG DROP

A financial institution wants to offer a new exclusive credit card to customers who have spent over USD 1000 in the last six months and have not received an offer for another card. Put the components in the correct order to accomplish this task.

Select and Place:

Components

| Filter |
| Group By |
| Interaction history |
| Results |

Correct order

Correct Answer:

Components

Correct order

| Interaction history |
| Results |
| Filter |
| Group By |

QUESTION 3

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.

QUESTION 4

DRAG DROP

You are a Strategy Designer on a Next-Best-Action project and are responsible for designing and implementing decision strategies. Select each component on the left and drag it to the correct requirement on the right.

Select and Place:

Component	Requirement	Component
Filter	Add dynamic pricing	
Group By	Define eligibility criteria	
Set Property	Compute sun of profit	
Switch	Select a relevant proposition	

Correct Answer:

Component	Requirement	Component
	Add dynamic pricing	Set Property
	Define eligibility criteria	Switch
	Compute sun of profit	Group By
	Select a relevant proposition	Filter

QUESTION 5

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, which component do you use to implement this requirement?

A. Set Property

B. Filter

C. Group By

D. Switch

Correct Answer: B