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QUESTION 1

To access a property from an unconnected component, you use the _____.

- A. dot-property value directly
- B. component-dot-property construct
- C. property value
- D. customer dot-property construct

Correct Answer: C

QUESTION 2

To use Product Holdings information in your strategy, which of the following components do you use?

- A. Decision Parameters
- B. Property Set
- C. Data Import
- D. Product Holdings

Correct Answer: C

QUESTION 3

In a decision strategy, to remove propositions based on the current month, you use a _____.

- A. Calendar component
- B. Filter component
- C. date strategy property
- D. calendar strategy property

Correct Answer: A

QUESTION 4

U+ Bank has configured Next-Best-Action designer to display marketing offers to its customers on the U+ Bank website.

The bank would like to display different offers to different customers based on relevancy and eligibility defined by the business. The Strategy Designer has decided to use the "Offer targeting using audiences and AI" method to implement

this

requirement.

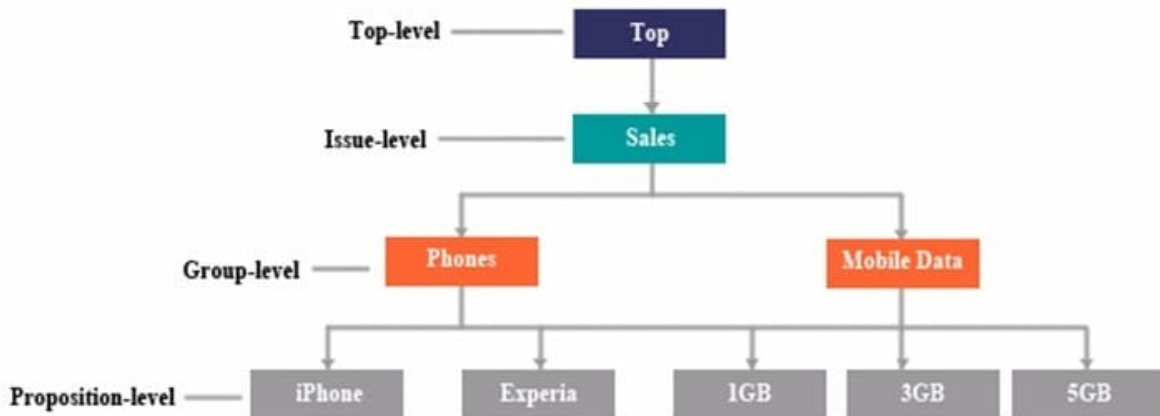
Which three tasks need to be performed to implement this requirement? (Choose Three)

- A. Configure conditions for offer eligibility
- B. Configure an audience
- C. Configure an alternate strategy
- D. Configure a prioritization strategy
- E. Select a relevancy strategy

Correct Answer: ABD

QUESTION 5

MyCo, a mobile company, uses Pega Marketing, powered by Pega Customer Decision Hub, to display marketing offers to its customers on its website. The company would like to display more relevant offers to customers based on customer behavior. The following is the proposition hierarchy in the Next-Best-Action Designer.



Both the groups are configured with a relevancy strategy and eligibility criteria.

The company would like to arbitrate across the offers in the two groups and select the best offer based on customer behavior. To meet this business requirement, at which level should the Strategy Designer configure the proposition prioritization strategy?

- A. Eligibility-level
- B. Group-level

- C. Issue-level
- D. Proposition-level

Correct Answer: D

QUESTION 6

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 7

In a strategy, the propositions are imported using a(n) _____.

- A. Data Import component
- B. Offer Data component
- C. Import Data component

D. Proposition Data component

Correct Answer: A

Reference: https://community.pega.com/sites/default/files/help_v719/rule-/rule-decision-/rule-decision-strategy/components/import.htm

QUESTION 8

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 9

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 10

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

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