

PEGAPCDC85V1^{Q&As}

Pega Certified Decisioning Consultant (PCDC) version 8.5

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QUESTION 1

In a Decisioning Strategy, which decision component is required to enable access to the Customer properties like age, income, etc.?

- A. None, properties are available
- B. Set Property
- C. Data Import
- D. Proposition Data

Correct Answer: B

QUESTION 2

The U+ Bank marketing department wants to leverage the next-best-action capability of Pega Customer Decision Hub on its website to promote new offers to each customer. Place the events in the sequential order.

Select and Place:

The screenshot shows a drag-and-drop interface for ordering events. On the left, under 'Events', there are four text boxes with the following descriptions: 'The website loads the account page with the content returned by Customer Decision Hub.', 'Customer Decision Hub evaluates offers from the associated issue/group.', 'The website invokes the real-time container before loading the account page.', and 'Customer Decision Hub returns the resulting offer details to the website.' On the right, under 'Event order', there are two empty slots. Navigation arrows (left and right) are located between the two columns.

Correct Answer:

The screenshot shows the same interface as above, but with the events moved to the 'Event order' column. The 'Event order' column now contains four items in the following sequence: 'Customer Decision Hub evaluates offers from the associated issue/group.', 'The website loads the account page with the content returned by Customer Decision Hub.', 'Customer Decision Hub returns the resulting offer details to the website.', and 'The website invokes the real-time container before loading the account page.' The 'Events' column is now empty.

QUESTION 3

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
Decision table	Determine target budget to retain a customer	
Group By	Divide customers into risk segments	
Set Property	Compute sum of profit	
Scorecard	Determine customer credit score	

Correct Answer:

Component	Requirement	Component
	Determine target budget to retain a customer	Decision table
	Divide customers into risk segments	Set Property
	Compute sum of profit	Group By
	Determine customer credit score	Scorecard

QUESTION 4

U+ Bank, a retail bank, follows all engagement policy best practices to present credit card offers on their website. The bank has introduced a new credit card offer, the Rewards card. Anna, an existing customer, currently holds a higher value card. Premier Rewards, and does not see the new Rewards card offer.

What condition possibly prevents Anna from seeing the new Rewards card offer?

- A. Applicability
- B. Suppression rules
- C. Suitability
- D. Eligibility

Correct Answer: C

QUESTION 5

A financial institution has created a new policy that states the company will not send more than 500 emails per day. Which option allows you to implement the requirement?

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

Correct Answer: C

QUESTION 6

To which types of decisions can Pega Customer Decision Hub™ be applied?

- A. Determining how to retain a customer
- B. Determining why response rates for a campaign in one region are below average
- C. Determining how to optimize the product portfolio to increase market share
- D. Determining the cause of a customer's problem

Correct Answer: B

QUESTION 7

As a decisioning consultant, you advise the board on the business issues for which they must use the Next-Best-Action strategy.

Which three business issues do you recommend? (Choose Three)

- A. Collections
- B. Service
- C. Retention
- D. Resource Planning
- E. Accounting

Correct Answer: ACE

QUESTION 8

MyCo, a telecom company, wants to present their customers on Facebook with customer-centric mobile internet offers.

What action must MyCo take to meet this business requirement?

- A. Place a paid ad
- B. Make a call
- C. Send an email
- D. Create a Facebook post

Correct Answer: C

QUESTION 9

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:

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

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