

PEGACPDC74V1^{Q&As}

Certified Pega Decisioning Consultant (CPDC) 74V1

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QUESTION 1

Which of the following is a good candidate for a predictor in a Scoring Model?

- A. Customer Date of Birth
- B. Mobile Phone Number
- C. Total International Minutes
- D. Customer Name

Correct Answer: C

QUESTION 2

In Pega Decision Management, individual customer behavior is captured by:

- A. Interaction history
- B. Visual Business Director
- C. Predictive models
- D. Decision strategies

Correct Answer: C

QUESTION 3

In a strategy defined in the "Retention" issue and the "X-Sell" group, you can import _____.

- A. all propositions from the system
- B. propositions from "X-Sell" group
- C. propositions from all groups under "Retention" issue
- D. propositions from Sales issue

Correct Answer: D

QUESTION 4

What is the most accurate description of proactive retention? Proactive Retention _____.

- A. simplifies the process of retaining customers
- B. enables business to respond to customers when they contact a call center

C. anticipates potential customer churn

D. enables the business to reduce the number of credit risk customers

Correct Answer: C

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

(206)

QUESTION 5

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

A. No prefix. Use directly the property name.

B. "."

C. "Data."

D. "Customer."

Correct Answer: B

Reference: https://community.pega.com/sites/default/files/help_v731/designer-studio/expressionbuilder/ref_referprop_clipboard.htm

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