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Pega Certified Decisioning Consultant (PCDC) version 8.5

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QUESTION 1

Using Pega Customer Decision Hub, a mobile company transitions from a one-to-many to a one-to-one marketing approach. The company is introducing a new data plan.

Which two channels can the company use to present the new data plan to a customer? (Choose Two)

- A. Television
- B. Retail store
- C. Chatbot
- D. Billboard

Correct Answer: AC

QUESTION 2

U+ Bank recently introduced a new credit card offer, Platinum Plus, for its premium customers. As the bank has some financial targets to meet, the business has decided to boost the Platinum plus card. As a decisioning consultant, how can you ensure that the Platinum Plus offer is prioritized over other offers?

- A. Increase the starting propensity of the Platinum Plus card.
- B. Increase the context weight of the Platinum Plus card.
- C. Increase the action value of the Platinum Plus card.
- D. Increase the business weight of the Platinum Plus card.

Correct Answer: B

QUESTION 3

MyCo, a telecom company, introduced fiber optic service in the northern region of the country. They want to advertise this service on their website by using a banner and target the customers living in that area.

What do you need to configure in the Next-Best-Action Designer to implement this requirement?

- A. Applicability rules
- B. Audience
- C. Prioritization formula
- D. Customer segment

Correct Answer: B

QUESTION 4

U+ Bank has launched a new credit card for all customers with a premium bank account. As a decisioning consultant, you need to create actions that involve the full customer life cycle: marketing, sales, and service.

Which two valid actions do you create? (Choose Two)

- A. Credit card status
- B. No annual fee credit card
- C. 1% cash back credit card
- D. Credit card number

Correct Answer: AB

QUESTION 5

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

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