

PEGAPCDC85V1^{Q&As}

Pega Certified Decisioning Consultant (PCDC) version 8.5

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QUESTION 1

In Pega Customer Decision Hub™, the characteristics of an action are defined by using

- A. properties
- B. logos
- C. plain text
- D. banners

Correct Answer: A

QUESTION 2

You are a decisioning consultant responsible for configuring offer prioritization for home loan offers based on the business requirements. Select each prioritization factor on the left and drag it to the correct condition on the right.

Select and Place:

Prioritization factor

- Propensity
- Action value
- Context weighting
- Business levers

Answer Area

Condition

- Assign a financial value to an action
- Situational context for each action
- Likelihood of a customer responding positively
- Assert some level of control over the prioritization

Prioritization factor

Correct Answer:

Prioritization factor

-
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-
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Answer Area

Condition

- Assign a financial value to an action
- Situational context for each action
- Likelihood of a customer responding positively
- Assert some level of control over the prioritization

Prioritization factor

- Propensity
- Context weighting
- Action value
- Business levers

QUESTION 3

Aggregation components provide the ability to_____.

- A. filter actions based on priority and relevance
- B. make calculations based upon a list of actions
- C. choose between actions
- D. set a text value to a strategy property

Correct Answer: B

QUESTION 4

U+ Bank wants to use Pega Customer Decision Hub™ to show the Reward Card offer to the qualified customers on its website. In preparation, the action, the treatment, and the real-time container are already created. As a decisioning consultant, you are now expected to make the remaining configurations in the Next-Best-Action Designer's Channel tab to enable the website to communicate with the Pega Customer Decision Hub.

To achieve this requirement, which two tasks do you perform in the Next-Best-Action Designer's Channel tab? (Choose Two)

- A. Define the starting population
- B. Enable web channel
- C. Add contact policy rules
- D. Map the real-time container to a business structure level

Correct Answer: B

QUESTION 5

U+ Bank uses Pega Customer Decision Hub™ to display an offer to its customers on the U+ Bank website.

The bank wants to ensure that Silver credit cards are not offered to customers under 27 years of age. They also want to ensure that Platinum cards are offered only to customers who had a positive balance in the last year.

What do you configure in the Next-Best-Action Designer to achieve this outcome?

- A. Engagement policies
- B. Contact policy rules
- C. Customer segments
- D. Arbitration rules

Correct Answer: C

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