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Pega Certified Decisioning Consultant (PCDC) version 8.5

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QUESTION 1

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 2

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 3

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

QUESTION 4

U+ Bank, a retail bank, wants to send promotional emails related to credit card offers to their qualified customers. You have already created an action flow template with the desired flow pattern and reused it for all the credit card actions.

What must you do to ensure that this action is not selected for any customers?

- A. Set the action availability to Always
- B. Set the action availability to Never
- C. Set the action availability to Within a defined time period
- D. Set the action availability to Template

Correct Answer: C

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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