

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.?

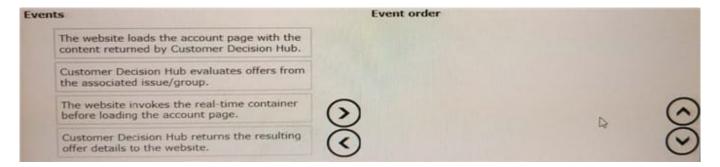
- A. None, properties are available
- B. Set Property
- C. Data Import
- D. Proposition Data

Correct Answer: B

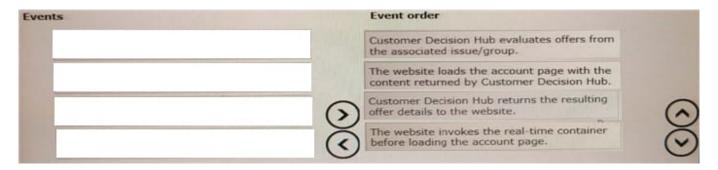
QUESTION 2

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

Select and Place:



Correct Answer:



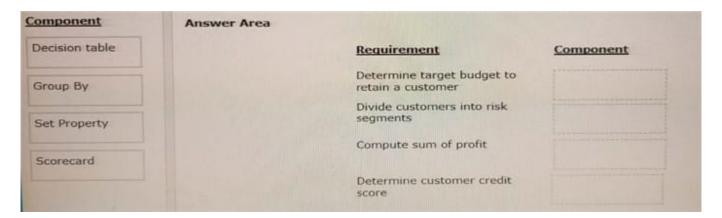
QUESTION 3

You are a strategy designer on a next-best-action project and are responsible for designing and implementing decision

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strategies. Select each component on the left and drag it to the correct requirement on the right.

Select and Place:



Correct Answer:

Component	Answer Area		
		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

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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 HubTM 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.



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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 "