Vendor: Pegasystems

Exam Code:PEGAPCDC80V1

Exam Name: Pega Certified Decisioning Consultant

Version: Demo

QUESTION 1

HOTSPOT

As a Strategy Designer, you are setting up the proposition hierarchy for MyCo. Select the correct proposition hierarchy level for each of the hierarchy items identified.

Hot Area:

Hierarchy Item	Proposition Hierarchy Levels		
	Business Issue	Group	Proposition
Free 4G upgrade	O	O	O
Retention	O	O	O
Tablets	O	O	O
Service	O	O	O
Change address	O	O	O
Proactive retention	O	O	O

Correct Answer:

Hierarchy Item

Proposition Hierarchy Levels

Hierarchy Item	Business Issue	Group	Proposition
Free 4G upgrade	○	○	●
Retention	●	○	○
Tablets	○	○	●
Service	○	●	○
Change address	○	●	○
Proactive retention	●	○	○

QUESTION 2

You are a company with a new and unique product, and you would like to offer it to the right customer. Given the scenario, which is the most effective rule type?

A. Decision table

B. Scorecard

C. Adaptive Model

D. Predictive Model

Correct Answer: A

QUESTION 3

A telecom company is interested in improving customer engagement on social media. However, there are hundreds of relevant messages posted on Twitter every day, and it is not practical for customer service representatives (CSRs) to

review and respond to all messages. Instead, CSRs should focus on negative messages.

What do you need to analyze the incoming messages?

A. A text analyzer

B. A text outcome filed

C. An adaptive model for each negative response

D. Historical data to build a predictive model

Correct Answer: A

QUESTION 4

What is the key difference between a predictive model and human expert?

A. Predictive models are more capable of detecting patterns in historical data.

B. Humans are better at dealing with structured data and identifying patterns.

C. Humans make successful predictions on a large amount of data.

D. Predictive models always outperform human experts.

Correct Answer: A

QUESTION 5

When a customer is offered a proposition he has already accepted, this is because_____.

A. the propositions are filtered based on eligibility

B. there is no filter for previously accepted offers in the strategy

C. the customer intent was captured incorrectly

D. the strategy uses interaction history to exclude previously accepted files

Correct Answer: A

QUESTION 6

U+ Bank a Next-Best-Action decision strategy to determine the credit rating of its customers. A scorecard model determines the customer credit score. The business requirement is to determine the credit card rating based on the following table:

Age	Credit Score	Credit Rating
<18	100	3
>18	150	2
>25	200	1

As a Strategy Designer, how do you implement the business requirement?

A. Configure the scorecard model to pass the credit score to the strategy

B. Add a decision table to the strategy and configure it to reference the scorecard model

C. Add a decision table to the strategy and pass the credit score as the parameter

D. Add the credit rating rules in the Results tab of the scorecard component

Correct Answer: B

QUESTION 7

U+ Bank wants to use Pega Marketing, powered by Pega Customer Decision Hub, to drive sales by displaying the most relevant message to its customers. As a first step, U+ Bank has decided to leverage its website as a marketing channel. The management wants to evaluate how successful the customer engagement is in the web channel. As a Strategy Designer what must you configure in the Next-Best-Action designer to achieve this requirement?

A. Total volume KPI

B. Web Click Through Rate KPI

C. Prioritization strategy

D. Interaction history report

Correct Answer: B

QUESTION 8

U+ bank wants to offer a Gold Credit Card to its customers who have an annual income of more than USD 150000. As a Strategy Designer, how do you implement this requirement in the decision strategy?

A. Create a When rule in the strategy

B. Add a proposition filter at the proposition level

C. Add a set property in the strategy

D. Create a When rule in the customer class

Correct Answer: D

QUESTION 9

To create channel-specific Adaptive Model instances, you _____.

A. set channel information in the strategy

B. set the channel option in the Adaptive Model component

C. do nothing; Adaptive Model instances are always channel specific

D. create channel specific Adaptive Model definition

Correct Answer: B

QUESTION 10

U+ Bank has launched a new credit card for all customers with a premium bank account. As a Strategy Designer, you need to create propositions that involve the full customer life cycle: marketing, sales, and service. Which two valid propositions do you create? (Choose Two)

A. Credit card number

B. Credit card status

C. No annual fee

D. Address change

Correct Answer: BD

QUESTION 11

Which value is output by an Adaptive Model?
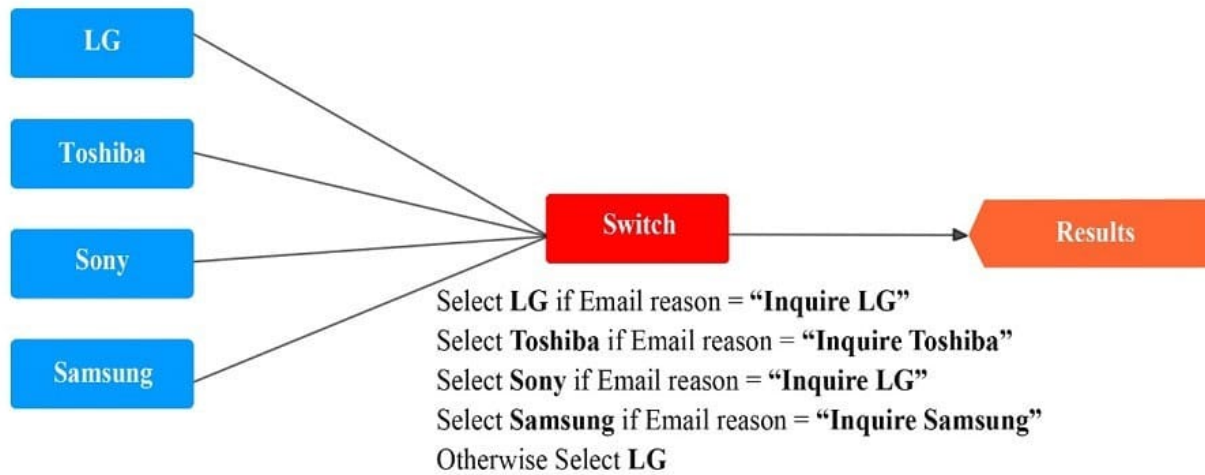
A. Score

B. Behavior

C. Performance

D. Lift

Correct Answer: C

Reference: https://community.pega.com/sites/default/files/help_v63sp1/Content/rule-/rule-decision-/rule-decision-adaptivemodel/main.htm

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QUESTION 12

MyCo, an electronics company, wants to recommend television brands to their customers based on incoming emails. As a Strategy Designer working for MyCo, you create the following Next-Best-Action strategy: If the Email reason is Inquire Philips, what does the Results of the strategy contain?

Select **LG** if Email reason = **"Inquire LG"**
Select **Toshiba** if Email reason = **"Inquire Toshiba"**
Select **Sony** if Email reason = **"Inquire LG"**
Select **Samsung** if Email reason = **"Inquire Samsung"**
Otherwise Select **LG**

A. No offer

B. LG, Sony

C. Philips

D. LG

Correct Answer: D