

Vendor: Pegasystems

Exam Code: PEGAPCDC85V1

Exam Name:Pega Certified Decisioning Consultant (PCDC) version 8.5

Version: Demo

QUESTION 1

U+ Bank has recently started using Pega Customer Decision HubTM to display the first credit card offer, the Standard card, to every customer who logs in to their website.

Which three tasks do you need to perform to implement this requirement? (Choose Three)

- A. Set up business structure to Sales/CreditCards
- B. Define customer engagement polices
- C. Create and configure the real-time container
- D. Create the action and its web treatment
- E. Define customer contact policies

Correct Answer: ACD

QUESTION 2

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 3

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

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

Correct Answer: A

QUESTION 4

Myco, a telecom company, has come up with a new data plan group to suit its customers\\' needs. The below table lists the three data plan actions and the criteria a customer should satisfy to qualify for the offer.

Data Plans	Criterion 1	Criterion 2	Criterion 3
1 GB plan	Owns a smart mobile	Under graduation student	New customer
3 GB plan	Owns a smart mobile	Under graduation student	Existing customer
5 GB plan	Owns a smart mobile	Post graduation student	Existing customer

How do you configure the engagement policies to implement this requirement?

Hot Area:

Answer Area		
	Criteria	Engagement policy
	Criterion 1	Issue level Group level Action level
	Criterion 2	Issue level Group level Action level
	Criterion 3	Issue level Group level Action level

Correct Answer:

Criteria	Engagement policy
Criterion 1	Issue level Group level Action level
Criterion 2	Issue level Group level Action level
Criterion 3	Issue level Group level Action level

QUESTION 5

The U+ Bank marketing department currently promotes various home loan offers to qualified customers. Now, the bank does not want customers to receive more than four promotional emails per quarter, regardless of past responses to that action by the customer.

Which option allows you to implement the business requirement?

- A. Volume constraints
- B. Customer contact limits
- C. Suitability rules

D. Suppression policies	
Correct Answer: C	
QUESTION 6	
U+ Bank, a retail bank, wants to begin promoting credit card offers via email to qualified customers. The like to ensure that the outbound run always uses the latest customer information.	business would
What do you configure to implement this requirement?	
A. Trigger an external ETL (Extract-Transform-Load) process	
B. Select Refresh the audience	
C. Run the starting population segment daily	
D. Select different audience sample with similar profile	
Correct Answer: C	
QUESTION 7	
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 8

U+ Bank wants to offer credit cards only to low-risk customers. The customers are divided into various risk segments from Good to Very Poor. The risk segmentation rules that the business provides use the Average Balance and the customer Credit Score.

As a decisioning consultant, you decide to use a decision table and a decision strategy to accomplish this requirement in Pega Customer Decision HubTM.

		Credit Score	Average Balance	Result
	>=	<	>=	
If	400	600	30000	Good
else if	200	400	20000	Fair
else if	100	200	10000	Poor
else if	50	100	1000	Very Poor
Otherwise				Very Poor

Using the decision table, which label is returned for a customer with a credit score of 240 and an average balance 35000?

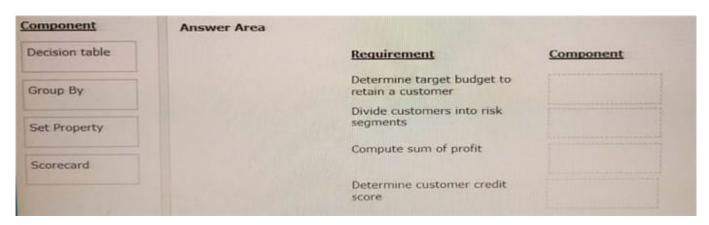
- A. Fair
- B. Good
- C. Very Poor
- D. Poor

Correct Answer: C

QUESTION 9

You are a strategy designer on a next-best-action project and are responsible for designing and implementing decision strategies. Select each component on the left and drag it to the correct requirement on the right.

Select and Place:



Correct Answer:

omponent	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 10

To reference a customer property in a strategy, you need to prefix the property name with the keyword
A. \\'\\'.\\\\\'
B. "Customer."
C. "Data."
D. No prefix. Use directly the property name.
Correct Answer: A

QUESTION 11

To access a property from an unconnected component, you use the_____.

- A. dot-property value directly
- B. property value
- C. component-dot-property construct
- D. customer-dot-property construct

Correct Answer: C

QUESTION 12

An outbound run identifies 150 Standard card offers, 75 on email, and 75 on the SMS channel.



If the following volume constraint is applied, how many actions are delivered by the outbound run?

A. 75 emails 25 SMSes

B. 75 SMSes and 25 emails

C. 100

D. 150

Correct Answer: B