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QUESTION 1

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

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

Correct Answer: C

QUESTION 2

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 3

U+ Bank offers two credit cards to its customers: the Cold Card and the Silver Card. The bank wants the annual fee property of the credit cards to be dynamic based on the customer lifetime value property.

That is, customers with customer lifetime value greater than 65 receive a discount of 20% on the annual fee.

As a Strategy Designer, how do you implement this requirement in the decision strategy?

- A. By using the When rule to set the annual fee
- B. By using the When rule to set the customer value
- C. By using the If function to set the customer value
- D. By using the If function to set the annual fee

Correct Answer: C



QUESTION 4

To use Product Holdings information in your strategy, which of the following components do you use?

- A. Decision Parameters
- B. Property Set
- C. Data Import
- D. Product Holdings

Correct Answer: C

QUESTION 5

DRAG DROP

A financial institution wants to offer a new exclusive credit card to customers who have spent over USD 1000 in the last six months and have not received an offer for another card. Put the components in the correct order to accomplish this task.

Select and Place:

Components

| |
|---------------------|
| Filter |
| Group By |
| Interaction history |
| Results |

Correct order

Correct Answer:

Components

| |
|--|
| |
| |
| |
| |

Correct order

| |
|---------------------|
| Interaction history |
| Results |
| Filter |
| Group By |



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