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QUESTION 1

A company wants to capture the sentiment of relevant Twitter messages to allow its customer service representatives to concentrate only on the negative ones. Sentiment refers to the general attitude of the author towards a subject and can be _____.

A. Defensive

B. Absent

C. Positive

D. Offensive

Correct Answer: C

QUESTION 2

To which property is the output of a Predictive Model Markup Language (PMML) model automatically mapped?

A. pxOutcome

B. pxResult

C. pxPMMLOutput

D. pxSegment

Correct Answer: A

QUESTION 3

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 4

In order to associate an Adaptive Model with each proposition, you need to _____.

A. link all propositions with an Adaptive Model decision component

B. create an Adaptive Model rule for each proposition

C. capture the customer\\'s response

D. define the Adaptive Model instances in Adaptive Decision Manager

Correct Answer: D

QUESTION 5

In a strategy, the propositions are imported using a(n) _____.

A. Data Import component

B. Offer Data component

C. Import Data component

D. Proposition Data component

Correct Answer: A

Reference: https://community.pega.com/sites/default/files/help_v719/rule-/rule-decision-/rule-decision-strategy/components/import.htm

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