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QUESTION 1

A mobile company wants to introduce new data plans to target students. As a strategy designer, you create new data plan offers. Which offer attribute do you need to set to make the offer available in the contact center?

A. Evidence

B. KeyCode

C. Channel

D. Active

Correct Answer: D

QUESTION 2

An adaptive model captures outcomes of _____.

A. only negative customer responses

B. similar propositions

C. a subset of customer responses

D. only positive customer responses

Correct Answer: C

QUESTION 3

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 "