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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

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 3

U+ Bank has configured Next-Best-Action designer to display marketing offers to its customers on the U+ Bank website.

The bank would like to display different offers to different customers based on relevancy and eligibility defined by the business. The Strategy Designer has decided to use the "Offer targeting using audiences and AI" method to implement this

requirement.

Which three tasks need to be performed to implement this requirement? (Choose Three)

- A. Configure conditions for offer eligibility
- B. Configure an audience
- C. Configure an alternate strategy
- D. Configure a prioritization strategy



E. Select a relevancy strategy

Correct Answer: ABD

QUESTION 4

DRAG DROP

Designing the Next-Best-Action strategy that drives AI-powered one-to-one Customer Engagement is a staged process. Each stage refines the proposition selection process. Place the stages in the order of implementation.

Select and Place:

Stages

- Define the prioritization formula
- Define the business issue and proposition group hierarchy
- Define the propositions
- Define proposition eligibility rule

Implementation Order

Correct Answer:

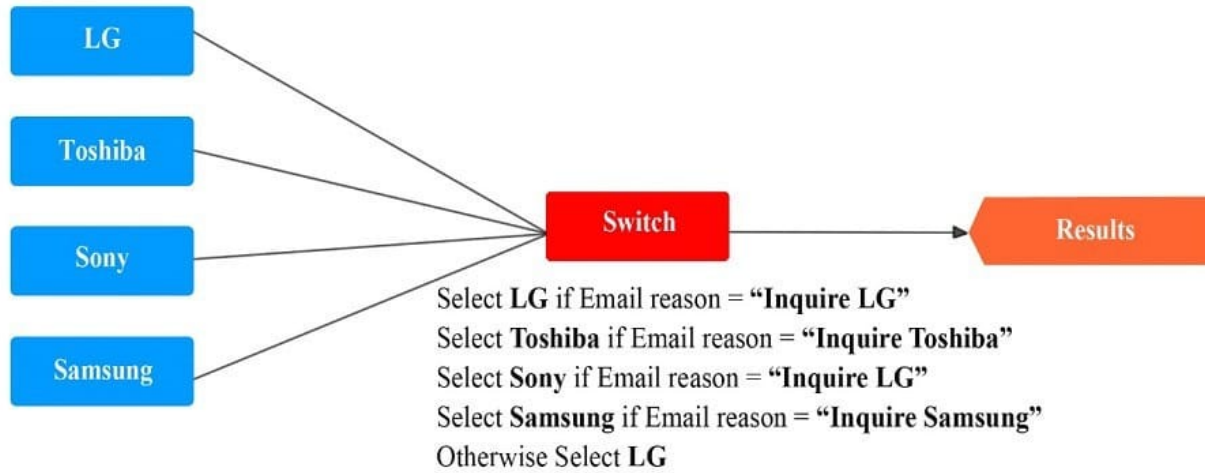
Stages

Implementation Order

- Define proposition eligibility rule
- Define the propositions
- Define the prioritization formula
- Define the business issue and proposition group hierarchy

QUESTION 5

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 LG, what does the Results of the strategy contain?

- A. LG
- B. Sony
- C. Sony, LG
- D. LG, Sony

Correct Answer: A

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