



# PEGAPCDC85V1<sup>Q&As</sup>

Pega Certified Decisioning Consultant (PCDC) version 8.5

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### QUESTION 1

Using Pega Customer Decision Hub, a mobile company transitions from a one-to-many to a one-to-one marketing approach.

The company is introducing a new data plan.

To offer the new data plan, what must the mobile company focus on when implementing the Next-Best-Action paradigm?

- A. Offer the new retention plan for all customers in a certain region
- B. Meet the quarterly targets regardless of customer needs
- C. Maximize customer churn for low-value customers
- D. Customer relevancy and business profitability

Correct Answer: D

### QUESTION 2

U+ Bank wants to offer credit cards only to customers with a low-risk profile. The customers are divided into various risk segments from AAA to CCC. The risk segmentation rules that the business provides use the Age and the customer Credit Score based on the following table. The bank uses a scorecard model to determine the customer Credit Score.

Age	Credit Score	Risk Segmentation
<18	>100	CCC
>18	>350	BBB
>25	>500	AAA

As a decisioning consultant, how do you implement the business requirement?

- A. Add the risk segmentation rules in the Results tab of the scorecard rule.
- B. Add a decision table to a decision strategy and pass the credit score as the parameter.
- C. Add a decision table to a decision strategy and reference it in the scorecard component.
- D. Add three contact policies that correspond to the three risk segments.

Correct Answer: D

### QUESTION 3

MyCo, a telecom company, notices that when customers call to check on bill status, 80% of the time, they received the wrong offer promotion, leading to customer dissatisfaction. The company decides to boost customers' needs in the prioritization formula, to improve sales in the current quarter.

Which arbitration factor do you configure to implement the requirement?



- A. Context weighting
- B. Propensity
- C. Business weighting
- D. Action value

Correct Answer: A

#### QUESTION 4

In the Answer Area, select the correct engagement policy for each condition.

Hot Area:

Condition	Engagement policy		
	Eligibility	Applicability	Suitability
The customer must not be flagged as deceased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer already owns a higher-value offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Must be a resident of the New York City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The savings product offers are only relevant if the customer has not explicitly opted out of direct marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inappropriate for customers with a credit score < 300 as they are likely to default	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Correct Answer:

Condition	Engagement policy		
	Eligibility	Applicability	Suitability
The customer must not be flagged as deceased	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Customer already owns a higher-value offer	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Must be a resident of the New York City	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The savings product offers are only relevant if the customer has not explicitly opted out of direct marketing	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Inappropriate for customers with a credit score < 300 as they are likely to default	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



**QUESTION 5**

A financial institution wants to add a new tracking period to track its customers' response over 15 days in various channels. Once the response is tracked, they want to suppress the credit card actions if customers ignore it three times within

15 days.

Put the steps in the correct order to implement this task.

Select and Place:

Correct Answer:

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