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Pega Certified Decisioning Consultant (PCDC) version 8.5

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QUESTION 1

U+ Bank recently introduced a new credit card offer, Platinum Plus, for its premium customers. As the bank has some financial targets to meet, the business has decided to boost the Platinum plus card. As a decisioning consultant, how can you ensure that the Platinum Plus offer is prioritized over other offers?

- A. Increase the starting propensity of the Platinum Plus card.
- B. Increase the context weight of the Platinum Plus card.
- C. Increase the action value of the Platinum Plus card.
- D. Increase the business weight of the Platinum Plus card.

Correct Answer: B

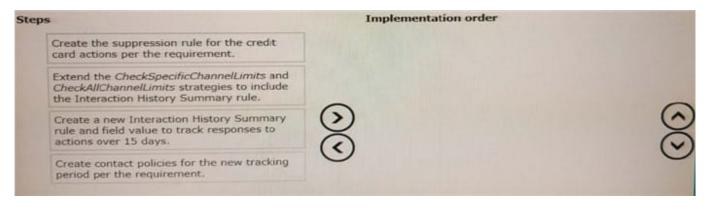
QUESTION 2

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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Steps	Implementation order
	Create a new Interaction History Summary rule and field value to track responses to actions over 15 days.
	Create the suppression rule for the credit card actions per the requirement.
	Extend the CheckSpecificChannelLimits and CheckAllChannelLimits strategies to include the Interaction History Summary rule.
	Create contact policies for the new tracking period per the requirement.

QUESTION 3

In Pega Customer Decision HubTM, the characteristics of an action are defined by using

- A. properties
- B. logos
- C. plain text
- D. banners

Correct Answer: A

QUESTION 4

An outbound run identifies 150 Standard card offers, 75 on email, and 75 on the SMS channel.



If the following volume constraint is applied, how many actions are delivered by the outbound run?

- A. 75 emails 25 SMSes
- B. 75 SMSes and 25 emails
- C. 100
- D. 150



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Correct Answer: B

QUESTION 5

U+ Bank, a retail bank, wants to show home loan offers to customers who log in to their website. U+ Bank decides to use the Pega Customer Decision HubTM. What information does the U+ Bank website receive in response to the real-time container request by Customer Decision Hub?

- A. Only the action name and description
- B. Only relevant action details and its treatment details
- C. Only the image location
- D. Only the image location and its placement type

Correct Answer: B

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Questions