



PEGAPCDC85V1^{Q&As}

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:

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

Correct Answer:



The screenshot shows a configuration interface for Pega Customer Decision Hub. On the left, under the heading 'Steps', there are four empty rectangular boxes for input. To the right, under the heading 'Implementation order', there are four steps listed in a vertical sequence, each with a right-pointing arrow icon to its left and a left-pointing arrow icon to its right. The steps are: 1. Create a new Interaction History Summary rule and field value to track responses to actions over 15 days. 2. Create the suppression rule for the credit card actions per the requirement. 3. Extend the *CheckSpecificChannelLimits* and *CheckAllChannelLimits* strategies to include the Interaction History Summary rule. 4. Create contact policies for the new tracking period per the requirement.

QUESTION 3

In Pega Customer Decision Hub™, 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.

The screenshot shows a table of volume constraints for an outbound run. The table has three rows, each with a chevron icon on the left, a description of the constraint, a numerical value, the word 'remaining', a toggle switch, and a small icon on the right.

>	Maximum 100 Daily with Channel: Action: StandardCard	100	remaining	<input type="checkbox"/>	100
>	Maximum 75 Daily with Channel: Email	75	remaining	<input type="checkbox"/>	75
>	Maximum 75 Daily with Channel: SMS	75	remaining	<input type="checkbox"/>	75

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



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 Hub™. 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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