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QUESTION 1

MyCo, a telecom company, introduced fiber optic service in the northern region of the country. They want to advertise this service on their website by using a banner and target the customers living in that area.

What do you need to configure in the Next-Best-Action Designer to implement this requirement?

- A. Applicability rules
- B. Audience
- C. Prioritization formula
- D. Customer segment

Correct Answer: B

QUESTION 2

A customer contacts a bank to resolve a credit card dispute. After dispute resolution, Next- Best-Action displays a set of sales offers that a Customer Service Representative can present to the customer.

Which feature of Next-Best-Action helps the Customer Service Representative decide on the offer to present to the customer?

- A. Call intent detection
- B. Offers ranking
- C. Dispute handling strategy
- D. Interaction history

Correct Answer: C

QUESTION 3

U+ Bank, a retail bank, wants to send promotional emails related to credit card offers to their qualified customers. You have already created an action flow template with the desired flow pattern and reused it for all the credit card actions.

What must you do to ensure that this action is not selected for any customers?

- A. Set the action availability to Always
- B. Set the action availability to Never
- C. Set the action availability to Within a defined time period
- D. Set the action availability to Template

Correct Answer: C



QUESTION 4

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 5

MyCo, a telecom company, wants to present their customers on Facebook with customer- centric mobile internet offers. What action must MyCo take to meet this business requirement?

- A. Place a paid ad
- B. Make a call
- C. Send an email
- D. Create a Facebook post

Correct Answer: C

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