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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

You are the decisioning consultant on an AI-powered one-to-one customer engagement implementation project. You are asked to design the next-best-action prioritization expression that balances the customer needs with the business objectives.

What factor do you consider in the prioritization expression?

- A. Predicted customer behavior
- B. Customer contact policy
- C. Offer eligibility
- D. Offer relevancy

Correct Answer: C

QUESTION 3

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 4

U+ Bank uses a scorecard rule in a decision strategy to compute the mortgage limit for a customer. U+ Bank updated their scorecard to include a new property in the calculation: customer income.

What changes do you need to make in the decision strategy for the updated scorecard to take effect?

- A. Remap the scorecard property in the decision strategy for the change to take effect.
- B. Add a new Group By component for the mortgage limit calculation.
- C. The score calculation is independent of the strategy and no change is required.
- D. A new proposition filter needs to be configured in the strategy to filter on customer income.

Correct Answer: D

QUESTION 5

The U+ Bank marketing department currently promotes various home loan offers to qualified customers. Now, the bank does not want customers to receive more than four promotional emails per quarter, regardless of past responses to that action by the customer.

Which option allows you to implement the business requirement?

- A. Volume constraints
- B. Customer contact limits
- C. Suitability rules
- D. Suppression policies

Correct Answer: C

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