



PEGAPCDC85V1^{Q&As}

Pega Certified Decisioning Consultant (PCDC) version 8.5

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QUESTION 1

MyCo, a mobile company, uses Pega Customer Decision Hub™ to display offers to customers on its website. The company wants to present more relevant offers to customers based on customer behavior. The following diagram is the action hierarchy in the Next- Best-Action Designer.



The company wants to present offers from both the groups and arbitrate across the two groups to select the best offer based on customer behavior.

As a decisioning consultant, what do you configure to select the best offer from both groups based on customer behavior?

- A. Enable an action value in the prioritization formula.
- B. Ensure that the propensity is enabled in Arbitration tab.
- C. Create a prioritization decision strategy at the Group-level.
- D. Create an adaptive model rule at the Issue-level.

Correct Answer: A

QUESTION 2

U+ Bank, a retail bank, presents offers on its website by using Pega Customer Decision Hub. The bank wants to leverage Customer Decision Hub capabilities to present relevant offers to qualified customers. As a decisioning consultant,

you are responsible for configuring the business requirements with the Next-Best-Action Designer, which involves several tasks. To accomplish these tasks, you might have to use auto-generated decision strategies, create new decision

strategies, or edit existing strategies.

In the Answer Area, select the correct execution for each Task.

Hot Area:



Answer Area

Task	Execution		
	Create a new decision strategy	Extend existing decision strategies	No strategy changes required
Create complex eligibility rule that uses a scorecard rule to determine the customer credit score.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create a new tracking time period for 20 days.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enable a new channel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use business levers to boost an offer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Correct Answer:

Answer Area

Task	Execution		
	Create a new decision strategy	Extend existing decision strategies	No strategy changes required
Create complex eligibility rule that uses a scorecard rule to determine the customer credit score.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Create a new tracking time period for 20 days.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enable a new channel.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Use business levers to boost an offer.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

QUESTION 3

Myco, a telecom company, has come up with a new data plan group to suit its customers\' needs. The below table lists the three data plan actions and the criteria a customer should satisfy to qualify for the offer.

Data Plans	Criterion 1	Criterion 2	Criterion 3
1 GB plan	Owns a smart mobile	Under graduation student	New customer
3 GB plan	Owns a smart mobile	Under graduation student	Existing customer
5 GB plan	Owns a smart mobile	Post graduation student	Existing customer

How do you configure the engagement policies to implement this requirement?

Hot Area:



Answer Area

<u>Criteria</u>	<u>Engagement policy</u>
Criterion 1	Issue level Group level Action level
Criterion 2	Issue level Group level Action level
Criterion 3	Issue level Group level Action level

Correct Answer:

Answer Area

<u>Criteria</u>	<u>Engagement policy</u>
Criterion 1	Issue level Group level Action level
Criterion 2	Issue level Group level Action level
Criterion 3	Issue level Group level Action level

QUESTION 4

U+ Bank, a retail bank, uses Pega Customer Decision Hub™ for their one-to-one customer engagement. The bank now wants to change its offer prioritization to consider both business objectives and customer needs.

Which two factors do you configure in the Next-Best-Action Designer to implement this change? (Choose Two)

- A. Business levers
- B. Engagement policies
- C. Context weighting
- D. Contact policies

Correct Answer: AB

QUESTION 5

U+ Bank's marketing department currently promotes various home loan offers to qualified customers. Now, the bank does not want to show offers on a customer's account page if the customer has already received three home loan offers in the last two weeks.



What do you need to define to implement the business requirement?

- A. Customer contact limits
- B. Suppression policy
- C. Volume constraints
- D. Applicability rules

Correct Answer: D

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