



# PEGAPCDC85V1<sup>Q&As</sup>

Pega Certified Decisioning Consultant (PCDC) version 8.5

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### QUESTION 1

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:

### QUESTION 2

U+ Bank, a retail bank, wants to begin promoting credit card offers via email to qualified customers. The business would like to ensure that the outbound run always uses the latest customer information.

What do you configure to implement this requirement?

- A. Trigger an external ETL (Extract-Transform-Load) process
- B. Select Refresh the audience



- C. Run the starting population segment daily
- D. Select different audience sample with similar profile

Correct Answer: C

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### QUESTION 3

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

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### QUESTION 4

U+ Bank, a retail bank, follows all engagement policy best practices to present credit card offers on their website. The bank has introduced a new credit card offer, the Rewards card. Anna, an existing customer, currently holds a higher value card. Premier Rewards, and does not see the new Rewards card offer.

What condition possibly prevents Anna from seeing the new Rewards card offer?

- A. Applicability
- B. Suppression rules
- C. Suitability
- D. Eligibility

Correct Answer: C

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### QUESTION 5

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

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