



PEGAPCDC85V1^{Q&As}

Pega Certified Decisioning Consultant (PCDC) version 8.5

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QUESTION 1

An outbound run identifies 150 Standard card offers, 75 on email, and 75 on the SMS channel.

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

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 2

U+ Bank uses Pega Customer Decision Hub™ to display an offer to its customers on the U+ Bank website.

The bank wants to ensure that Silver credit cards are not offered to customers under 27 years of age. They also want to ensure that Platinum cards are offered only to customers who had a positive balance in the last year.

What do you configure in the Next-Best-Action Designer to achieve this outcome?

- A. Engagement policies
- B. Contact policy rules
- C. Customer segments
- D. Arbitration rules

Correct Answer: C

QUESTION 3

The U+ Bank marketing department wants to leverage the next-best-action capability of Pega Customer Decision Hub on its website to promote new offers to each customer. Place the events in the sequential order.

Select and Place:



Events

- The website loads the account page with the content returned by Customer Decision Hub.
- Customer Decision Hub evaluates offers from the associated issue/group.
- The website invokes the real-time container before loading the account page.
- Customer Decision Hub returns the resulting offer details to the website.

Event order

Navigation arrows: < > < >

Correct Answer:

Events

Empty event boxes

Event order

- Customer Decision Hub evaluates offers from the associated issue/group.
- The website loads the account page with the content returned by Customer Decision Hub.
- Customer Decision Hub returns the resulting offer details to the website.
- The website invokes the real-time container before loading the account page.

Navigation arrows: < > < >

QUESTION 4

You are a strategy designer on a next-best-action project and are responsible for designing and implementing decision strategies. Select each component on the left and drag it to the correct requirement on the right.

Select and Place:

Component	Requirement	Component
Decision table	Determine target budget to retain a customer	
Group By	Divide customers into risk segments	
Set Property	Compute sum of profit	
Scorecard	Determine customer credit score	

Correct Answer:



Component	Answer Area	Requirement	Component
		Determine target budget to retain a customer	Decision table
		Divide customers into risk segments	Set Property
		Compute sum of profit	Group By
		Determine customer credit score	Scorecard

QUESTION 5

U+ Bank has recently started using Pega Customer Decision Hub™ to display the first credit card offer, the Standard card, to every customer who logs in to their website.

Which three tasks do you need to perform to implement this requirement? (Choose Three)

- A. Set up business structure to Sales/CreditCards
- B. Define customer engagement policies
- C. Create and configure the real-time container
- D. Create the action and its web treatment
- E. Define customer contact policies

Correct Answer: ACD

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