



PEGAPCDC85V1^{Q&As}

Pega Certified Decisioning Consultant (PCDC) version 8.5

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QUESTION 1

As a decisioning consultant, you advise the board on the business issues for which they must use the Next-Best-Action strategy.

Which three business issues do you recommend? (Choose Three)

- A. Collections
- B. Service
- C. Retention
- D. Resource Planning
- E. Accounting

Correct Answer: ACE

QUESTION 2

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

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 3

To which types of decisions can Pega Customer Decision Hub™ be applied?

- A. Determining how to retain a customer



- B. Determining why response rates for a campaign in one region are below average
- C. Determining how to optimize the product portfolio to increase market share
- D. Determining the cause of a customer's problem

Correct Answer: B

QUESTION 4

U+ Bank wants to offer credit cards only to low-risk customers. The customers are divided into various risk segments from Good to Very Poor. The risk segmentation rules that the business provides use the Average Balance and the customer Credit Score.

As a decisioning consultant, you decide to use a decision table and a decision strategy to accomplish this requirement in Pega Customer Decision Hub™.

	Credit Score	Credit Score	Average Balance	Result
	>=	<	>=	
If	400	600	30000	Good
else if	200	400	20000	Fair
else if	100	200	10000	Poor
else if	50	100	1000	Very Poor
Otherwise				Very Poor

Using the decision table, which label is returned for a customer with a credit score of 240 and an average balance 35000?

- A. Fair
- B. Good
- C. Very Poor
- D. Poor

Correct Answer: C

QUESTION 5

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

>

<

Correct Answer:

Events

>

<

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.

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