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Pega Certified Decisioning Consultant (PCDC) version 8.5

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QUESTION 1

U+ Bank, a retail bank, wants to show home loan offers to customers who log in to their website. U+ Bank decides to use the Pega Customer Decision Hub™. What information does the U+ Bank website receive in response to the real-time container request by Customer Decision Hub?

- A. Only the action name and description
- B. Only relevant action details and its treatment details
- C. Only the image location
- D. Only the image location and its placement type

Correct Answer: B

QUESTION 2

U+ Bank, a retail bank, wants to send promotional emails related to credit card offers to their qualified customers. You have already created an action flow template with the desired flow pattern and reused it for all the credit card actions.

What must you do to ensure that this action is not selected for any customers?

- A. Set the action availability to Always
- B. Set the action availability to Never
- C. Set the action availability to Within a defined time period
- D. Set the action availability to Template

Correct Answer: C

QUESTION 3

U+ Bank recently introduced a new credit card offer, Platinum Plus, for its premium customers. As the bank has some financial targets to meet, the business has decided to boost the Platinum plus card. As a decisioning consultant, how can you ensure that the Platinum Plus offer is prioritized over other offers?

- A. Increase the starting propensity of the Platinum Plus card.
- B. Increase the context weight of the Platinum Plus card.
- C. Increase the action value of the Platinum Plus card.
- D. Increase the business weight of the Platinum Plus card.

Correct Answer: B



QUESTION 4

U+ Bank wants to offer credit cards only to customers with a low-risk profile. The customers are divided into various risk segments from AAA to CCC. The risk segmentation rules that the business provides use the Age and the customer Credit Score based on the following table. The bank uses a scorecard model to determine the customer Credit Score.

Age	Credit Score	Risk Segmentation
<18	>100	CCC
>18	>350	BBB
>25	>500	AAA

As a decisioning consultant, how do you implement the business requirement?

- A. Add the risk segmentation rules in the Results tab of the scorecard rule.
- B. Add a decision table to a decision strategy and pass the credit score as the parameter.
- C. Add a decision table to a decision strategy and reference it in the scorecard component.
- D. Add three contact policies that correspond to the three risk segments.

Correct Answer: D

QUESTION 5

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

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