



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

Pega Certified Decisioning Consultant (PCDC) version 8.5

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### QUESTION 1

You are a decisioning consultant responsible for configuring offer prioritization for home loan offers based on the business requirements. Select each prioritization factor on the left and drag it to the correct condition on the right.

Select and Place:

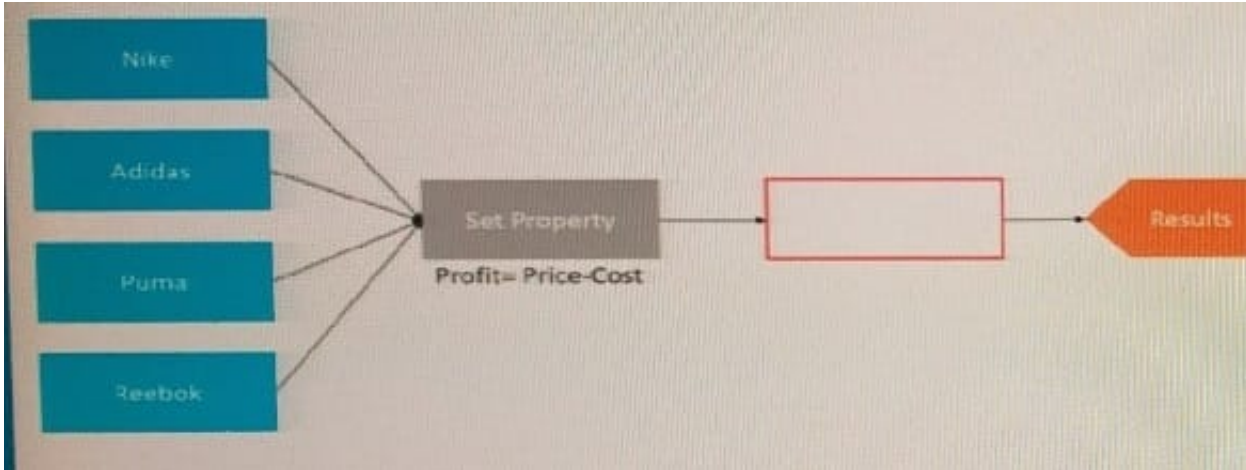
Prioritization factor	Answer Area	Condition	Prioritization factor
Propensity		Assign a financial value to an action	
Action value		Situational context for each action	
Context weighting		Likelihood of a customer responding positively	
Business levers		Assert some level of control over the prioritization	

Correct Answer:

Prioritization factor	Answer Area	Condition	Prioritization factor
		Assign a financial value to an action	Propensity
		Situational context for each action	Context weighting
		Likelihood of a customer responding positively	Action value
		Assert some level of control over the prioritization	Business levers

### QUESTION 2

The following decision strategy outputs the most profitable shoe a retailer can sell. The profit is the selling Price of the shoe, minus the Cost to acquire the shoe.



The details of the shoes are provided in the following table:

Action	Price	Cost	Profit
Nike	\$69	\$59	\$10
Adidas	\$65	\$45	\$20
Puma	\$85	\$65	\$20
Reebok	\$75	\$50	\$25

According to the decision strategy, what is the output of component in the blank space highlighted in red?

- A. Nike, Adidas, Puma, Reebok
- B. Reebok, Puma, Adidas, Nike
- C. Reebok
- D. Nike

Correct Answer: C

### QUESTION 3

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 4**

U+ Bank has recently introduced a few mortgage offers that are presented to qualified customers on its website. The business now wants to prevent offer overexposure, as overexposure negatively impacts the customer experience.

Select the correct suppression rule for the requirement: If a customer is presented on the website with the same offer five times in the last 14 days, do not show the same offer to that customer for the next 10 days.

- A. Suppress an action for 10 days if there are five impressions for any channel in the last 14 days
- B. Suppress a group of actions for 10 days if there are five impressions for any channel in the last 10 days
- C. Suppress an action for 10 days if there are five impressions for web channel in the last 14 days
- D. Suppress an action for 14 days if there are five rejects for web channel in the last 10 days

Correct Answer: C

**QUESTION 5**

To calculate the total number of customer responses of four actions in a group, you must use\_\_\_\_\_.

- A. four Group By components



- B. one Group By component
- C. four Set Property components
- D. one Set Property component

Correct Answer: D

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#### QUESTION 6

When a customer is offered an action that they already accepted, this is because\_\_\_\_\_.

- A. the strategy is not customized to exclude previously accepted offers
- B. there are no suppression rules defined
- C. the actions are filtered based on eligibility
- D. the customer intent was captured incorrectly

Correct Answer: D

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#### QUESTION 7

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

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#### QUESTION 8

A financial institution has created a new policy that states the company will not send more than 500 emails per day. Which option allows you to implement the requirement?

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



Correct Answer: C

### QUESTION 9

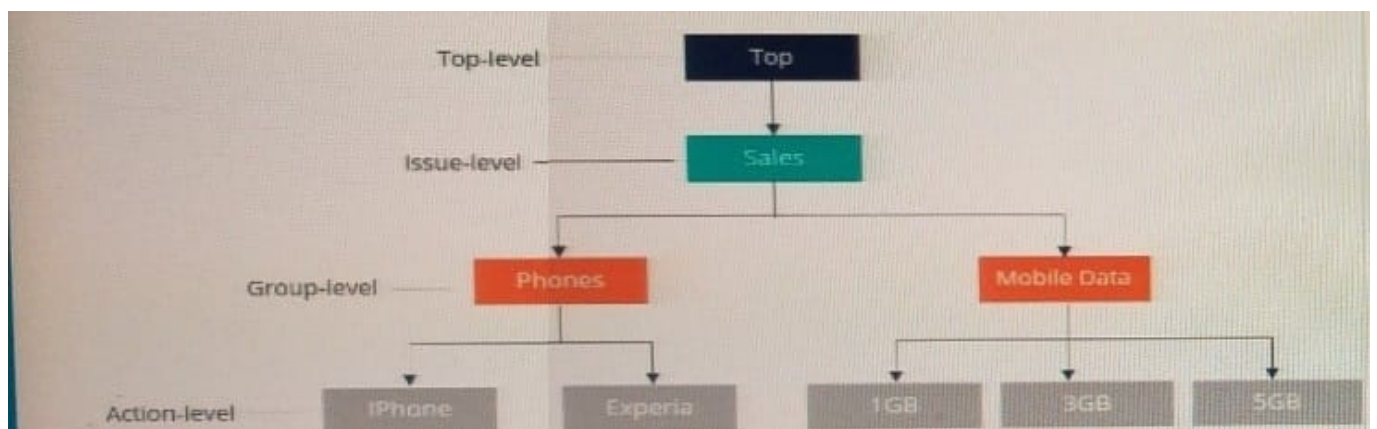
To reference a customer property in a strategy, you need to prefix the property name with the keyword\_\_\_\_\_.

- A. \\\' .\\\'
- B. "Customer."
- C. "Data."
- D. No prefix. Use directly the property name.

Correct Answer: A

### QUESTION 10

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 must you do to present offers from the two groups?

- A. Enable an engagement policy for the second group.
- B. Set contact limits for both the groups.
- C. Map a real-time container to the Top-level or Issue-level.
- D. Create a decision strategy at the Issue-level.

Correct Answer: D



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