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Certified Pega Decisioning Consultant (CPDC) 74V1

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QUESTION 1

Next-Best-Action maximizes the customer lifetime value by _____.

- A. using consistency rules in the Next-Best-Action decision strategy
- B. building Next-Best-Action on top of each other across every interaction
- C. monitoring the customer interactions in all channels
- D. using arbitration metrics in the Next-Best-Action decision strategy

Correct Answer: C

QUESTION 2

What does a dotted line from a "Group By" component to a "Filter" component mean?

- A. There is a one-to-one relationship between the "Group By" and the "Filter" components.
- B. To evaluate the "Group By" component, the "Filter" component is evaluated first.
- C. A property from the "Group By" is referenced by the "Filter" component.
- D. Information from the "Group By" is copied over to the "Filter" component.

Correct Answer: A

QUESTION 3

The result of a Predictive Model is stored in a property called _____.

- A. pyPrediction
- B. pxResult
- C. pyOutcome
- D. pxSegment

Correct Answer: D

Reference: <https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf>

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QUESTION 4

In Pega Decision Management, individual customer behavior is captured by:



- A. Interaction history
- B. Visual Business Director
- C. Predictive models
- D. Decision strategies

Correct Answer: C

QUESTION 5

Which of the following is a good candidate for a predictor in a Scoring Model?

- A. Customer Date of Birth
- B. Mobile Phone Number
- C. Total International Minutes
- D. Customer Name

Correct Answer: C

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