



# PEGAPCDC80V1<sup>Q&As</sup>

Pega Certified Decisioning Consultant

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**QUESTION 1**

U+ Bank has launched a new credit card for all customers with a premium bank account. As a Strategy Designer, you need to create propositions that involve the full customer life cycle: marketing, sales, and service. Which two valid propositions do you create? (Choose Two)

- A. Credit card number
- B. Credit card status
- C. No annual fee
- D. Address change

Correct Answer: BD

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**QUESTION 2**

As a Strategy Designer, you have created two business issues (Sales and Retention) and a proposition group hierarchy for a mobile company, MyCo. You also defined propositions in the various business issues and groups. In a strategy defined in the "Retention" issue and the "X-Sell" group, you can import \_\_\_\_\_.

- A. propositions from X-Sell" group
- B. all propositions defined
- C. propositions from all groups under the "Retention" issue
- D. propositions from the Sales issue

Correct Answer: B

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**QUESTION 3**

In a decision strategy, in order to select the proposition with the highest propensity, you use a \_\_\_\_\_.

- A. Switch component, and sort propensity from highest to lowest
- B. Prioritize component, and sort propensity from lowest to highest
- C. Prioritize component, and sort propensity from highest to lowest
- D. Switch component, and sort propensity from lowest to highest

Correct Answer: C

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**QUESTION 4**

U+ Bank purchased Pega Customer Decision Hub to enhance the customer experience in their branches. The new



application they have built has a Next-Best-Action panel to guide the branch advisor. When does the Next-Best-Action panel for the branch advisor need to be refreshed during the conversation with the customer?

- A. Every time new information about the customer is received
- B. Once, after the customer reason to visit the branch is captured in the system
- C. Every second to ensure timely recommendations
- D. First time, after looking up the customer in the system to ensure consistency during the visit

Correct Answer: D

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#### QUESTION 5

A company wants to capture the sentiment of relevant Twitter messages to allow its customer service representatives to concentrate only on the negative ones. Sentiment refers to the general attitude of the author towards a subject and can be \_\_\_\_\_.

- A. Defensive
- B. Absent
- C. Positive
- D. Offensive

Correct Answer: C

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