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QUESTION 1

U+ Bank wants to use Pega Marketing, powered by Pega Customer Decision Hub, to drive sales by displaying the most relevant message to its customers. As a first step, U+ Bank has decided to leverage its website as a marketing channel. The management wants to evaluate how successful the customer engagement is in the web channel. As a Strategy Designer what must you configure in the Next-Best-Action designer to achieve this requirement?

A. Total volume KPI

B. Web Click Through Rate KPI

C. Prioritization strategy

D. Interaction history report

Correct Answer: B

QUESTION 2

A telecom company is interested in improving customer engagement on social media. However, there are hundreds of relevant messages posted on Twitter every day, and it is not practical for customer service representatives (CSRs) to

review and respond to all messages. Instead, CSRs should focus on negative messages.

What do you need to analyze the incoming messages?

A. A text analyzer

B. A text outcome filed

C. An adaptive model for each negative response

D. Historical data to build a predictive model

Correct Answer: A

QUESTION 3

MyCo, a mobile company, uses Pega Marketing, powered by Pega Customer Decision Hub, to display marketing offers to its customers on its website. The company would like to display more relevant offers to customers based on customer behavior. The following is the proposition hierarchy in the Next-Best-Action Designer.
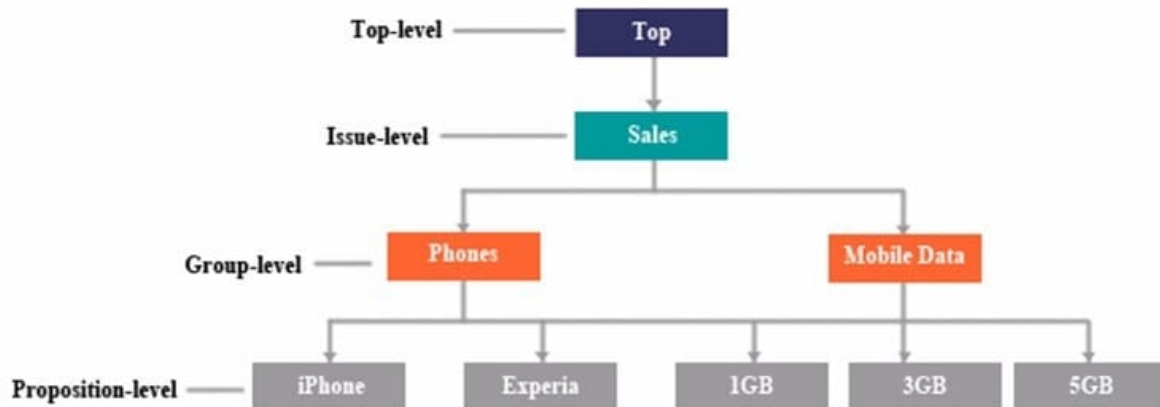
Both the groups are configured with a relevancy strategy and eligibility criteria.

The company would like to arbitrate across the offers in the two groups and select the best offer based on customer behavior.

As a Strategy Designer, what must you configure in order to meet this requirement?

A. Prioritization strategy

B. Propensity at the group level

C. Metrics of the adaptive model

D. Target audience

Correct Answer: D

QUESTION 4

U+ Bank a Next-Best-Action decision strategy to determine the credit rating of its customers. A scorecard model determines the customer credit score. The business requirement is to determine the credit card rating based on the following table:

Age	Credit Score	Credit Rating
<18	100	3
>18	150	2
>25	200	1

As a Strategy Designer, how do you implement the business requirement?

A. Configure the scorecard model to pass the credit score to the strategy

B. Add a decision table to the strategy and configure it to reference the scorecard model

C. Add a decision table to the strategy and pass the credit score as the parameter

D. Add the credit rating rules in the Results tab of the scorecard component

Correct Answer: B

QUESTION 5

In a decision strategy, which decision component filters relevant offers and prioritizes these offers?

A. Switch component

B. Prioritize component

C. Filter component

D. Group By component

Correct Answer: C

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