PEGAPCDC80V1^{Q&As}

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QUESTION 1

In order to associate an Adaptive Model with each proposition, you need to _____.

A. link all propositions with an Adaptive Model decision component

B. create an Adaptive Model rule for each proposition

C. capture the customer\\'s response

D. define the Adaptive Model instances in Adaptive Decision Manager

Correct Answer: D

QUESTION 2

DRAG DROP

Designing the Next-Best-Action strategy that drives AI-powered one-to-one Customer Engagement is a staged process. Each stage refines the proposition selection process. Place the stages in the order of implementation.

Select and Place:

Stages	Implementation Order
Define the prioritization formula	
Define the business issue and proposition group hierarchy	
Define the propositions	
Define proposition eligibility rule	

Correct Answer:

Stages	Implementation Order
	Define proposition eligibility rule
	Define the propositions
	Define the prioritization formula
	Define the business issue and proposition group hierarchy

QUESTION 3

The number of results returned by an Interaction History component can be narrowed down based on
_____.

A. the customer lifetime value

B. the age of the customer

C. a time period

D. the total count of propositions in a given channel

Correct Answer: C

QUESTION 4

HOTSPOT

As a Strategy Designer, you are setting up the proposition hierarchy for MyCo. Select the correct proposition hierarchy
level for each of the hierarchy items identified.

Hot Area:

Correct Answer:

Hierarchy Item

Proposition Hierarchy Levels

Hierarchy Item	Business Issue	Group	Proposition
Free 4G upgrade	○	○	●
Retention	●	○	○
Tablets	○	○	●
Service	○	●	○
Change address	○	●	○
Proactive retention	●	○	○

QUESTION 5

DRAG DROP

A financial institution wants to offer a new exclusive credit card to customers who have spent over USD 1000 in the last six months and have not received an offer for another card. Put the components in the correct order to accomplish this task.

Select and Place:

Components

Filter
Group By
Interaction history
Results

Correct order

Correct Answer:

Components	Correct order
	Interaction history
	Results
	Filter
	Group By