



PEGAPCDC85V1^{Q&As}

Pega Certified Decisioning Consultant (PCDC) version 8.5

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**QUESTION 1**

An outbound run identifies 150 Standard card offers, 75 on email, and 75 on the SMS channel.

> Maximum 100 Daily with Channel: Action: StandardCard	100 remaining	<input type="checkbox"/>	...
> Maximum 75 Daily with Channel: Email	75 remaining	<input type="checkbox"/>	...
> Maximum 75 Daily with Channel: SMS	75 remaining	<input type="checkbox"/>	...

If the following volume constraint is applied, how many actions are delivered by the outbound run?

- A. 75 emails 25 SMSes
- B. 75 SMSes and 25 emails
- C. 100
- D. 150

Correct Answer: B

QUESTION 2

U+ Bank's marketing department currently promotes various home loan offers to qualified customers. Now, the bank does not want to show offers on a customer's account page if the customer has already received three home loan offers in the last two weeks.

What do you need to define to implement the business requirement?

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

Correct Answer: D

QUESTION 3

U+ Bank's marketing department currently promotes various credit card offers by sending emails to qualified customers. The bank wants to limit the number of offers that customers can receive over a given period of time. In the Answer Area, select the correct artifact you use to implement each requirement.

Hot Area:

**Answer Area****Requirement**

Do not send more than 500 email offers in the outbound run.

Do not send more than two email offers to a customer in one month.

Do not send any credit cards for ten days if a customer has clicked on a credit card five times in the last seven days.

Do not send a credit card for ten days if the card was shown three times in the last seven days.

Artifact

Suppression policy
Customer contact limits
Volume constraints

Suppression policy
Customer contact limits
Volume constraints

Suppression policy
Customer contact limits
Volume constraints

Suppression policy
Customer contact constraints
Volume constraints

Correct Answer:

Answer Area**Requirement**

Do not send more than 500 email offers in the outbound run.

Do not send more than two email offers to a customer in one month.

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Artifact

Suppression policy
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Suppression policy
Customer contact constraints
Volume constraints

QUESTION 4

Using Pega Customer Decision Hub, a mobile company transitions from a one-to-many to a one-to-one marketing approach. The company is introducing a new data plan.

Which two channels can the company use to present the new data plan to a customer? (Choose Two)

- A. Television
- B. Retail store
- C. Chatbot
- D. Billboard



Correct Answer: AC

QUESTION 5

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:

Steps

- Create the suppression rule for the credit card actions per the requirement.
- Extend the *CheckSpecificChannelLimits* and *CheckAllChannelLimits* strategies to include the Interaction History Summary rule.
- Create a new Interaction History Summary rule and field value to track responses to actions over 15 days.
- Create contact policies for the new tracking period per the requirement.

Implementation order

Correct Answer:

Steps

Implementation order

- Create a new Interaction History Summary rule and field value to track responses to actions over 15 days.
- Create the suppression rule for the credit card actions per the requirement.
- Extend the *CheckSpecificChannelLimits* and *CheckAllChannelLimits* strategies to include the Interaction History Summary rule.
- Create contact policies for the new tracking period per the requirement.

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