



PEGAPCDC85V1^{Q&As}

Pega Certified Decisioning Consultant (PCDC) version 8.5

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**QUESTION 1**

You are a decisioning consultant responsible for configuring offer prioritization for home loan offers based on the business requirements. Select each prioritization factor on the left and drag it to the correct condition on the right.

Select and Place:

Prioritization factor	Answer Area	Condition	Prioritization factor
Propensity		Assign a financial value to an action	
Action value		Situational context for each action	
Context weighting		Likelihood of a customer responding positively	
Business levers		Assert some level of control over the prioritization	

Correct Answer:

Prioritization factor	Answer Area	Condition	Prioritization factor
		Assign a financial value to an action	Propensity
		Situational context for each action	Context weighting
		Likelihood of a customer responding positively	Action value
		Assert some level of control over the prioritization	Business levers

QUESTION 2

MyCo, a mobile company, uses Pega Customer Decision Hub™ to display offers to customers on its website. The company wants to present more relevant offers to customers based on customer behavior. The following diagram is the action hierarchy in the Next- Best-Action Designer.



The company wants to present offers from both the groups and arbitrate across the two groups to select the best offer based on customer behavior.

As a decisioning consultant, what do you configure to select the best offer from both groups based on customer behavior?

- A. Enable an action value in the prioritization formula.
- B. Ensure that the propensity is enabled in Arbitration tab.
- C. Create a prioritization decision strategy at the Group-level.
- D. Create an adaptive model rule at the Issue-level.

Correct Answer: A

QUESTION 3

Myco, a telecom company, has recently implemented Pega Customer Decision Hub™. Now, the company wants to move away from traditional marketing and leverage the always-on outbound capabilities.

What artifact do you configure to translate the traditional segments used to identify the target audience?

- A. Engagement policies and Arbitration
- B. Contact policies
- C. Segmentation
- D. Audience

Correct Answer: A

QUESTION 4

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 5

U+ Bank has recently introduced a few mortgage offers that are presented to qualified customers on its website. The business now wants to prevent offer overexposure, as overexposure negatively impacts the customer experience.

Select the correct suppression rule for the requirement: If a customer is presented on the website with the same offer five times in the last 14 days, do not show the same offer to that customer for the next 10 days.

- A. Suppress an action for 10 days if there are five impressions for any channel in the last 14 days
- B. Suppress a group of actions for 10 days if there are five impressions for any channel in the last 10 days
- C. Suppress an action for 10 days if there are five impressions for web channel in the last 14 days
- D. Suppress an action for 14 days if there are five rejects for web channel in the last 10 days

Correct Answer: C

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