



PEGAPCDC85V1^{Q&As}

Pega Certified Decisioning Consultant (PCDC) version 8.5

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**QUESTION 1**

The U+ Bank marketing department currently promotes various home loan offers to qualified customers. Now, the bank does not want customers to receive more than four promotional emails per quarter, regardless of past responses to that action by the customer.

Which option allows you to implement the business requirement?

- A. Volume constraints
- B. Customer contact limits
- C. Suitability rules
- D. Suppression policies

Correct Answer: C

QUESTION 2

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 3

MyCo, a telecom company, introduced fiber optic service in the northern region of the country. They want to advertise this service on their website by using a banner and target the customers living in that area.

What do you need to configure in the Next-Best-Action Designer to implement this requirement?

- A. Applicability rules
- B. Audience
- C. Prioritization formula
- D. Customer segment

Correct Answer: B

**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.

To offer the new data plan, what must the mobile company focus on when implementing the Next-Best-Action paradigm?

- A. Offer the new retention plan for all customers in a certain region
- B. Meet the quarterly targets regardless of customer needs
- C. Maximize customer churn for low-value customers
- D. Customer relevancy and business profitability

Correct Answer: D

QUESTION 5

In the Answer Area, select the correct engagement policy for each condition.

Hot Area:

| <u>Condition</u> | <u>Engagement policy</u> | | |
|---|--------------------------|-----------------------|-----------------------|
| | Eligibility | Applicability | Suitability |
| The customer must not be flagged as deceased | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Customer already owns a higher-value offer | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Must be a resident of the New York City | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The savings product offers are only relevant if the customer has not explicitly opted out of direct marketing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Inappropriate for customers with a credit score < 300 as they are likely to default | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Correct Answer:



Answer Area

Condition

Engagement policy

Eligibility

Applicability

Suitability

The customer must not be flagged as deceased

☐☐☒

Customer already owns a higher-value offer

☒☐☐

Must be a resident of the New York City

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Inappropriate for customers with a credit score < 300 as they are likely to default

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