



PEGAPCDC85V1^{Q&As}

Pega Certified Decisioning Consultant (PCDC) version 8.5

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**QUESTION 1**

To reference a customer property in a strategy, you need to prefix the property name with the keyword_____.

- A. \\' .\\'
- B. "Customer."
- C. "Data."
- D. No prefix. Use directly the property name.

Correct Answer: A

QUESTION 2

Myco, a telecom company, uses Pega Customer Decision Hub™ to present offers to qualified customers. The business recently decided to send offer messages through the email channel. The Design department has designed an email

treatment which includes dynamic placeholders.

As a decisioning consultant, what do you use in order to test the visualization and the rendering of the email content, including replacing of the placeholders with customer information?

- A. a list of customer email addresses from the Test Message tab
- B. schedule an outbound run with a limited number of customers
- C. preview section from the email content editor
- D. a seed list from the Test Message tab

Correct Answer: D

QUESTION 3

MyCo, a telecom company, notices that when customers call to check on bill status, 80% of the time, they received the wrong offer promotion, leading to customer dissatisfaction. The company decides to boost customers' needs in the prioritization formula, to improve sales in the current quarter.

Which arbitration factor do you configure to implement the requirement?

- A. Context weighting
- B. Propensity
- C. Business weighting
- D. Action value



Correct Answer: A

QUESTION 4

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

Hot Area:

Condition	Engagement policy		
	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:

Condition	Engagement policy		
	Eligibility	Applicability	Suitability
The customer must not be flagged as deceased	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Customer already owns a higher-value offer	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Must be a resident of the New York City	<input checked="" 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 checked="" 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 checked="" type="radio"/>

QUESTION 5

To calculate the total number of customer responses of four actions in a group, you must use_____.



- A. four Group By components
- B. one Group By component
- C. four Set Property components
- D. one Set Property component

Correct Answer: D

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