

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 HubTM 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

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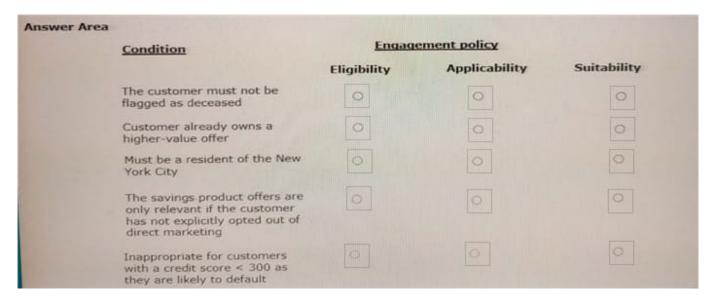
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Correct Answer: A

QUESTION 4

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

Hot Area:



Correct Answer:

	Condition	Engagement policy		
		Eligibility	Applicability	Suitability
	The customer must not be flagged as deceased	0	0	0
	Customer already owns a higher-value offer	0	0	0
	Must be a resident of the New York City	0	0	0
	The savings product offers are only relevant if the customer has not explicitly opted out of direct marketing	0		0
	Inappropriate for customers with a credit score < 300 as they are likely to default			0

QUESTION 5

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



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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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