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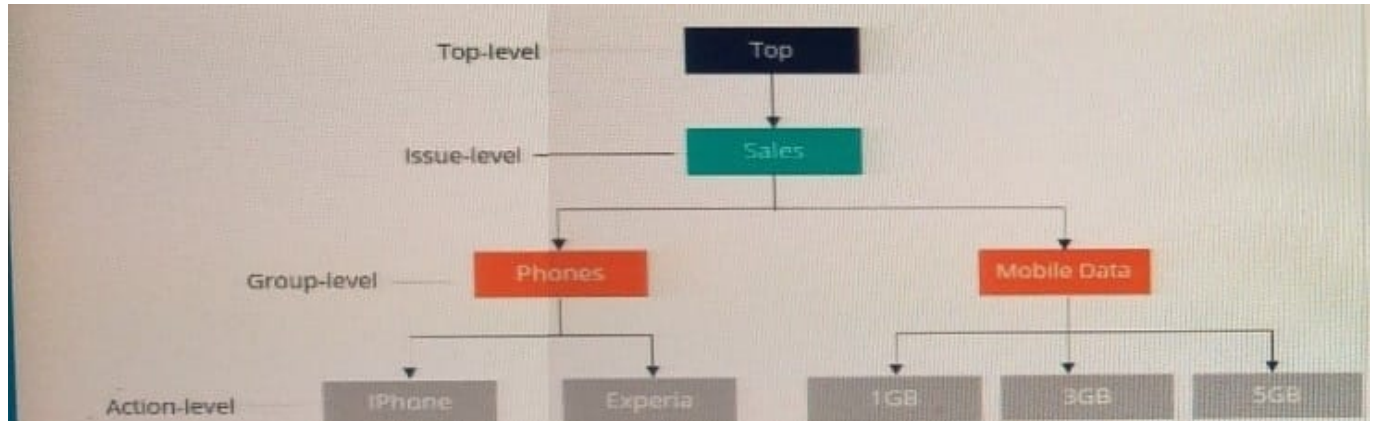
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**QUESTION 1**

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 2

In a Decisioning Strategy, which decision component is required to enable access to the Customer properties like age, income, etc.?

- A. None, properties are available
- B. Set Property
- C. Data Import
- D. Proposition Data

Correct Answer: B

**QUESTION 3**

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

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

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

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