PEGAPCDC85V1^{Q&As}

Pega Certified Decisioning Consultant (PCDC) version 8.5

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QUESTION 1

U+ Bank\\'s marketing department currently promotes various credit card offers by sending emails to qualified customers. The bank wants to limit the number of offers that customers can receive over a given period of time. In the Answer Area, select the correct artifact you use to implement each requirement.

Hot Area:

Answer Area

Requirement	Artifact
Do not send more than 500 email offers in the outbound run.	Suppression policy Customer contact limits Volume constraints
Do not send more than two email offers to a customer in one month.	Suppression policy Customer contact limits Volume constraints
Do not send any credit cards for ten days if a customer has clicked on a credit card five times in the last seven days.	Suppression policy Customer contact limits Volume constraints
Do not send a credit card for ten days if the card was shown three times in the last seven days.	Suppression policy Customer contact constraints Volume constraints

Correct Answer:

Answer Area

Requirement	Artifact
Do not send more than 500 email offers in the outbound run.	Suppression policy **Customer contact limits** Volume constraints
Do not send more than two email offers to a customer in one month.	**Suppression policy** Customer contact limits Volume constraints
Do not send any credit cards for ten days if a customer has clicked on a credit card five times in the last seven days.	Suppression policy Customer contact limits **Volume constraints**
Do not send a credit card for ten days if the card was shown three times in the last seven days.	**Suppression policy** Customer contact constraints Volume constraints

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.

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 3

What is the name of the property that is automatically recomputed for each decision component?

A. Rank

B. Priority

C. Order

D. Propensity

Correct Answer: A

QUESTION 4

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 5

To access a property from an unconnected component, you use the_____.

A. dot-property value directly

B. property value

C. component-dot-property construct

D. customer-dot-property construct

Correct Answer: C