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QUESTION 1

A contact center application recommends three actions for a customer. The business team wants to know the possible ways in which these actions can be ordered so that the contact center agent can discuss one proposition at a time, starting from the top.

As a strategy designer, if you use a Prioritize component to order the actions, what are your options?

A. In a random order

B. In ascending or in descending order based on a numerical value

C. In the order in which they are displayed in the strategy canvas

D. In the order controlled by the contact center agent

Correct Answer: D

QUESTION 2

The Filter component is used to filter_____,

A. adaptive models

B. attributes

C. action

D. customers

Correct Answer: A

QUESTION 3

What happens when you increase the performance threshold setting of an Adaptive Model rule?

A. The number of active predictors increases.

B. The correlation threshold decreases.

C. The performance of the model is increased.

D. The number of active predictors may decrease.

Correct Answer: A

Reference: https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762- StudentGuide.pdf

QUESTION 4

In a Prioritize component, the best action can be determined based on the value of

A. Customer,Value

B. Propensity

C. Average Margin

D. Customer.Income

Correct Answer: A

QUESTION 5

The decision components used on the strategy canvas can be individually configured Which function is available when configuring the Group By component?

A. Divide

B. True if Some

C. Multiply

D. Average

Correct Answer: D