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**QUESTION 1**

You are the Decisioning Consultant on an AI-powered one-to-one Customer Engagement implementation project. You are asked to design the Next-Best-Action prioritization expression that balances the customer needs with the business objectives.

What factors do you consider in the prioritization expression?

- A. product eligibility rules
- B. customer contact rules
- C. product compatibility rules
- D. business levers

Correct Answer: A

QUESTION 2

What is the key characteristic that Next-Best-Action must consider to satisfy customer needs?

- A. Service
- B. Fraud
- C. Mobility
- D. Relevancy

Correct Answer: A

QUESTION 3

An online store is interested in increasing its revenues from cross-selling and wants to predict the acceptance rate of the offers presented on their website.

A customer's propensity to accept an offer increases when_____.

- A. similar offers were rejected by the customer
- B. similar offers were accepted by the customer
- C. the offer was rejected by similar customers
- D. the offer was accepted by similar customers

Correct Answer: B



QUESTION 4

A company wants to capture the sentiment of relevant Twitter messages to allow its customer service representatives to concentrate only on the negative messages.

Sentiment refers to the general attitude of the author towards a subject and can be _____.

- A. Defensive
- B. Absent
- C. Offensive
- D. Positive

Correct Answer: D

QUESTION 5

In a decision strategy, in order to select the proposition with the highest propensity, you use a

- A. Priorities component, and sort propensity from highest to lowest
- B. Priorities component, and sort propensity from lowest to highest
- C. Switch component, and sort propensity from lowest to highest
- D. Switch component, and sort propensity from highest to lowest

Correct Answer: A

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