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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 Prediction Studio portal supports the creation of two distinct types of predictive Scoring models are used to_____.

A. score different propositions

B. predict continuous behavior

C. differentiate between good, better and best

D. predict binary behavior

Correct Answer: D

QUESTION 3

The implementation of Next-Best-Action must involve

A. inclusion of third party predictive models

B. defining a prioritization formula using contact policies

C. building a product catalog

D. defining business issue and group hierarchy

Correct Answer: D

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

QUESTION 4

To which property is the output of a PMML model automatically mapped?

A. pxSegment

B. pxResult

C. pxPMMLOutputd

D. pxOutcome

Correct Answer: D

QUESTION 5

What are two results of an Adaptive Model? (Choose Two)

A. Priority

B. Propensity

C. Segment

D. Performance

Correct Answer: BD

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