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QUESTION 1

U+ Bank uses Pega Customer Decision HubTM to display an offer to its customers on the U+ Bank website.

The bank wants to ensure that Silver credit cards are not offered to customers under 27 years of age. They also want to ensure that Platinum cards are offered only to customers who had a positive balance in the last year.

What do you configure in the Next-Best-Action Designer to achieve this outcome?

A. Engagement policies

B. Contact policy rules

C. Customer segments

D. Arbitration rules

Correct Answer: C

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

To which types of decisions can Pega Customer Decision HubTM be applied?

A. Determining how to retain a customer

B. Determining why response rates for a campaign in one region are below average

C. Determining how to optimize the product portfolio to increase market share

D. Determining the cause of a customer\\'s problem

Correct Answer: B

QUESTION 4

U+ Bank, a retail bank, presents various credit card offers to its customers on its website. The bank uses artificial intelligence (AI) to prioritize the offers based on customer behavior. Since introducing the Gold credit card offer, the offer click through rate propensity has increased to 0.83.

What does the increase in the propensity value most likely indicate?

A. Similar customers have ignored the offer.

B. Similar customers have shown interest in the offer.

C. Similar customers have rejected the offer.

D. Similar customers have purchased other offers.

Correct Answer: D

QUESTION 5

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 has clicked on any of the mortgage offers a total of three times in the last 7 days, do not show any mortgage offers to that customer for the next 10 days.

A. Suppress an action for 10 days if there are three clicks for any channel in the last 7 days.

B. Suppress a group of actions for 10 days if there are three clicks on the web channel in the last 7 days.

C. Suppress an action for 7 days if there are three clicks on the web channel in the last 10 days.

D. Suppress a group of actions for 10 days if there are three clicks on the web channel in the last 10 days.

Correct Answer: A

QUESTION 6

U+ Bank recently introduced a new credit card offer, Platinum Plus, for its premium customers. As the bank has some financial targets to meet, the business has decided to boost the Platinum plus card. As a decisioning consultant, how can you ensure that the Platinum Plus offer is prioritized over other offers?

A. Increase the starting propensity of the Platinum Plus card.

B. Increase the context weight of the Platinum Plus card.

C. Increase the action value of the Platinum Plus card.

D. Increase the business weight of the Platinum Plus card.

Correct Answer: B

QUESTION 7

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

QUESTION 8

In the Answer Area, select the correct engagement policy for each condition.

Hot Area:

Correct Answer:

QUESTION 9

U+ Bank, a retail bank, uses Pega Customer Decision HubTM for their one-to-one customer engagement. The bank now wants to change its offer prioritization to consider both business objectives and customer needs.

Which two factors do you configure in the Next-Best-Action Designer to implement this change? (Choose Two)

A. Business levers

B. Engagement policies

C. Context weighting

D. Contact policies

Correct Answer: AB

QUESTION 10

You are a strategy designer on a next-best-action project and are responsible for designing and implementing decision strategies. Select each component on the left and drag it to the correct requirement on the right.

Select and Place:

Component	Answer Area		
Decision table		Requirement	Component
Group By		Determine target budget to retain a customer	
Set Property		Divide customers into risk segments	
Scorecard		Compute sum of profit	
		Determine customer credit score	

Correct Answer:

Component	Answer Area		
		Requirement	Component
		Determine target budget to retain a customer	Decision table
		Divide customers into risk segments	Set Property
		Compute sum of profit	Group By
		Determine customer credit score	Scorecard

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