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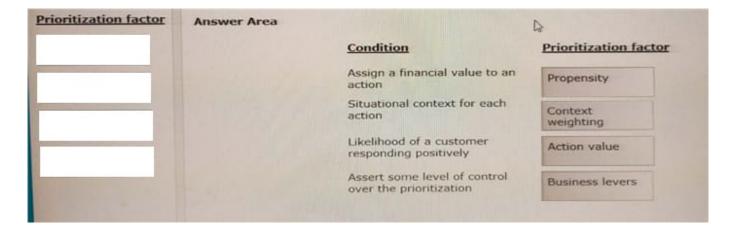
QUESTION 1

You are a decisioning consultant responsible for configuring offer prioritization for home loan offers based on the business requirements. Select each prioritization factor on the left and drag it to the correct condition on the right.

Select and Place:

Correct Answer:

QUESTION 2

A financial institution has created a new policy that states the company will not send more than 500 emails per day. Which option allows you to implement the requirement?

A. Customer contact limits

B. Volume constraints

C. Suppression rules

D. Applicability rules

Correct Answer: C

QUESTION 3

U+ Bank, a retail bank, presents offers on its website by using Pega Customer Decision Hub The bank wants to leverage Customer Decision Hub capabilities to present relevant offers to qualified customers. As a decisioning consultant,

you are responsible for configuring the business requirements with the Next-Best-Action Designer, which involves several tasks. To accomplish these tasks, you might have to use auto-generated decision strategies, create new decision
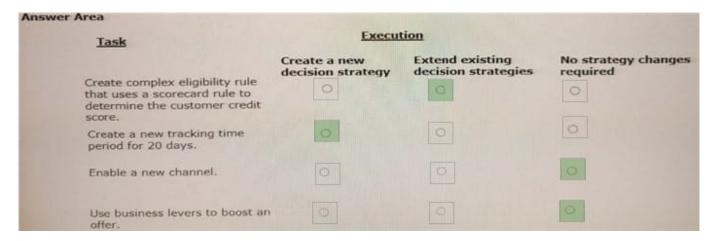
strategies, or edit existing strategies.

In the Answer Area, select the correct execution for each Task.

Hot Area:

Correct Answer:

QUESTION 4

U+ Bank wants to use Pega Customer Decision HubTM to show the Reward Card offer to the qualified customers on its website. In preparation, the action, the treatment, and the real-time container are already created. As a decisioning consultant, you are now expected to make the remaining configurations in the Next-Best-Action Designer\'s Channel tab to enable the website to communicate with the Pega Customer Decision Hub.

To achieve this requirement, which two tasks do you perform in the Next-Best-Action Designer\'s Channel tab? (Choose Two)

A. Define the starting population

B. Enable web channel

C. Add contact policy rules

D. Map the real-time container to a business structure level

Correct Answer: B

QUESTION 5

U+ Bank has launched a new credit card for all customers with a premium bank account. As a decisioning consultant, you need to create actions that involve the full customer life cycle: marketing, sales, and service.

Which two valid actions do you create? (Choose Two)

A. Credit card status

B. No annual fee credit card

C. 1% cash back credit card

D. Credit card number

Correct Answer: AB

QUESTION 6

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 7

What does a solid arrow from a "Set Property" component to a "Filter" component mean?

A. There is a one-to-one relationship between a "Set Property" and a "Filter" component.

B. A property from the "Set Property" component is referenced by the "Filter" component.

C. To evaluate the "Set Property" component, the "Filter" component is evaluated first.

D. Information from the "Set Property" component is copied over to the "Filter" component.

Correct Answer: B

QUESTION 8

U+ Bank has recently started using Pega Customer Decision HubTM to display the first credit card offer, the Standard card, to every customer who logs in to their website.

Which three tasks do you need to perform to implement this requirement? (Choose Three)

A. Set up business structure to Sales/CreditCards

B. Define customer engagement polices

C. Create and configure the real-time container

D. Create the action and its web treatment

E. Define customer contact policies

Correct Answer: ACD

QUESTION 9

U+ Bank wants to offer credit cards only to low-risk customers. The customers are divided into various risk segments from Good to Very Poor. The risk segmentation rules that the business provides use the Average Balance and the customer Credit Score.

As a decisioning consultant, you decide to use a decision table and a decision strategy to accomplish this requirement in Pega Customer Decision HubTM.

	Credit Score	Credit Score	Average Balance	Result
	>=	<	>=	
If	400	600	30000	Good
else if	200	400	20000	Fair
else if	100	200	10000	Poor
else if	50	100	1000	Very Poor
Otherwise				Very Poor

Which property allows you to use the risk segment computed by the decision table in the decision strategy?

A. pxOutcome

B. pxResu/t

C. pxSegment

D. pxRiskSegment

Correct Answer: A

QUESTION 10

U+ Bank, a retail bank, wants to send promotional emails related to credit card offers to their qualified customers. The business intends to use the same action flow template with the desired flow pattern for all the credit card actions.

What do you configure to implement this requirement?

A. Output template

B. Dynamic template

C. File template

D. Email treatment

Correct Answer: B

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