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NEW QUESTION: 1

As a Customer Service Representative, you present an offer to a customer who called to learn more about a new product. The customer rejects the offer. What is the next step that Pega Customer Decision Hub takes?

- A. Stops presenting offers to the customer
- B. Adds the customer to the potential churn list
- C. Reevaluates the Next-Best-Action
- D. Sends a detailed email about the offer

Answer: (SHOW ANSWER)

Pega Customer Decision Hub is a dynamic and adaptive system that constantly reevaluates the Next-Best-Action for each customer based on their interactions and feedback. If a customer rejects an offer, the system will update the customer profile and the offer performance, and then reapply the Next-Best-Action strategy to select and prioritize another offer that is more relevant and valuable for the customer. Verified References:

[Pega Decisioning Consultant | Pega Academy]

NEW QUESTION: 2

U+ Bank, a retail bank, is currently presenting a cashback offer on its website.

Currently, only the customers who satisfy the following engagement policy conditions receive the cashback offer:

While continuing cross-selling on the web, the bank now wants to present the cashback offer through a new channel, SMS. The bank also wants to update the suitability condition by lowering the threshold of the debt- to-income ratio from 48 to 45.

As a business user, what are the two tasks that you define to update the cashback offer?

(Choose Two)

- A. Add a new treatment.
- B. Edit an existing treatment.

- C. Edit the engagement policy.
- D. Edit the action details.
- E. Remove existing treatment.

Answer: (SHOW ANSWER)

To update the cashback offer, you need to edit the engagement policy and the action details. Editing the engagement policy allows you to add a new channel (SMS) and update the suitability condition (lowering the debt-to-income ratio). Editing the action details allows you to specify the treatment for each channel (web and SMS). Verified References: [Pega Decisioning Consultant | Pega Academy]

NEW QUESTION: 3

You are a decisioning architect 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.

Answer:

Explanation:

Component

Group By

Set Property

Scorecard

Requirement

Determine target budget to retain a customer

Compute sum of profit

Determine customer credit score

Component

Set Property

Group By

Scorecard

NEW QUESTION: 4

The U+ Bank marketing department wants to leverage the next-best-action capability of Pega Customer Decision Hub on its website to promote new offers to each customer.

Place the events in the sequential order.

EVENTS

The website loads the account page with the content returned by Customer Decision Hub.

The website invokes the real-time container before loading the account page.

Customer Decision Hub returns the resulting offer details to the website.

Customer Decision Hub evaluates offers from the associated issue/group.

EVENT ORDER

Navigation arrows: < >

Answer:

Events

The website loads the account page with the content returned by Customer Decision Hub.

The website invokes the real-time container before loading the account page.

Customer Decision Hub returns the resulting offer details to the website.

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Event order

The website invokes the real-time container before loading the account page.

Customer Decision Hub evaluates offers from the associated issue/group.

Customer Decision Hub returns the resulting offer details to the website.

The website loads the account page with the content returned by Customer Decision Hub.

Navigation arrows: < >

Explanation:

Event order

- 1 The website invokes the real-time container before loading the account page.
- 2 Customer Decision Hub evaluates offers from the associated issue/group.
- 3 Customer Decision Hub returns the resulting offer details to the website.
- 4 The website loads the account page with the content returned by Customer Decision Hub.

NEW QUESTION: 5

U+ Bank, a retail bank, is facing an unforeseen technical issue with its customer care system. As a result, the bank wants to share the new temporary contact details with all customers over an SMS. All customers must receive this communication regardless of the engagement policy conditions and constraints.

Which type of communication do you configure to implement this requirement?

- A. One-time action
- B. Mandatory action
- C. Promotional action
- D. Transactional action

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 6

U+- Bank has recently implemented Pega Customer Decision Hub. As a first step, the bank went live with the contact center to improve customer engagement. Now, U+ Bank wants to extend its customer engagement through the web channel. As a decisioning architect, you have created the new set of actions, the corresponding treatments, enabled the web channel, and defined a new real-time container trigger in the Next- Best-Action Designer. What else do you configure for the new treatments to be present in the next-best-action recommendations?

- A. No need to do anything. The strategy is auto-generated.
- B. Change the generated decision strategy.
- C. Create a channel strategy specifically for web.
- D. Modify the Next-Best-Action Framework strategy to cater to the new web channel.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 7

A customer qualifies for Standard card (priority 60), Rewards card {priority 40}, and Premium card {priority 30}. Standard card volume is exhausted. Rewards card has remaining volume, and Premium card has remaining volume. The system uses "Return any action that does not exceed constraint" mode.

Which actions does the customer receive in this scenario?

- A. Standard card only as highest priority action
- B. Premium card only as lowest priority available action
- C. Rewards card and Premium card as available actions
- D. No actions due to Standard card volume exhaustion

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 8

Myco Bank, a retail bank, uses the Customer Engagement Blueprint to design personalized customer journeys. The bank wants to better understand its diverse customer base to create more targeted engagement strategies.

What key achievement does the Personas stage provide for Myco Bank when implementing with Customer Engagement Blueprint?

- A. Defining the overall business objectives and strategic framework for customer engagement.
- B. Establishing consistent communication standards and visual identity across all customer touchpoints.
- C. Creating representative customer segments that enable targeted and personalized engagement strategies.
- D. Configuring the technical data structure required for personalized customer interactions.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

The U+ Bank marketing department wants to leverage the next-best-action capability of Pega Customer Decision Hub on its website to promote new offers to each customer.

Place the events in the sequential order.

Answer:

A screenshot of a chat AI-generated content may be incorrect.

NEW QUESTION: 10

- A. Similar customers purchase other offers.
- B. Similar customers show interest in the offer.
- C. Similar customers ignore the offer.
- D. Similar customers do not qualify for the offer.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 11

The following decision strategy outputs the most profitable shoe a retailer can sell. The profit is the selling Prices of the shoe, minus the Cost to acquire the shoe.

The details of the shoes are provided in the following table:

The details of the shoes are provided in the following table:

Action	Price	Cost	Profit
Nike	\$69	\$59	\$10
Adidas	\$65	\$45	\$20
Puma	\$85	\$65	\$20
Reebok	\$75	\$50	\$25

To output the most profitable shoe, which component do you add in the blank space that is highlighted in red?

- A. Filter

- B. Group By
- C. Decision table
- D. Prioritize

Answer: ([SHOW ANSWER](#))

To output the most profitable shoe, you need to add a Prioritize component in the blank space. A Prioritize component allows you to rank actions based on one or more properties. In this case, you can rank the shoes based on the Profit property and select the highest ranked shoe as the output. Verified References: Pega Academy - Decisioning Consultant - Prioritizing actions

NEW QUESTION: 12

MyCo, a telecom company, wants to Include offer-related images in the emails that they send to their qualified customers. As a decisioning architect, what best practice do you follow to include images in emails?

- A. Directly embed images in the email.
- B. Host images on an external server.
- C. Attach images to the email.
- D. Provide links to images In the email.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 13

In a decision strategy, to use a customer property in an expression, you

- A. define the property as a strategy property
- B. define Customer page in Pages & Classes
- C. use the property as defined without any prefix
- D. prefix the property with the keyword Customer

Answer: ([SHOW ANSWER](#))

In a decision strategy, to use a customer property in an expression, you need to define Customer page in Pages

& Classes and specify its class as Data-Customer. This allows you to access customer properties by using dot notation, such as Customer.Age or Customer.Gender. You do not need to define the property as a strategy property, use it without any prefix, or prefix it with the keyword Customer.

Verified References: [Certified Pega Decisioning Consultant | Pega Academy], Decision strategies

NEW QUESTION: 14

1yCo, a telecom company, wants to start promoting data plan offers through SMS to qualified customers. The marketing team needs to ensure that the outbound run always uses the latest customer information.

What do you configure to implement this requirement?

- A. Select the Refresh the audience checkbox.
- B. Trigger an external Extract-Transform-Load (ETL) process.

- C. Select a different audience sample with a similar profile.
- D. Run the starting population segment daily.

Answer: ([SHOW ANSWER](#))

To implement this requirement, you need to select the Refresh the audience checkbox in the outbound run configuration. This option allows you to refresh the audience data before each run by executing a data flow that reads from your customer data source and updates your customer data set. This way, you can ensure that the outbound run always uses the latest customer information available in your system. Verified References: Pega Academy - Decisioning Consultant - Configuring outbound runs

NEW QUESTION: 15

U+ Bank, a retail bank, is designing an engagement policy for its credit card promotions. To meet legal requirements, the bank must ensure that only customers aged 18 or older are considered for any credit card offer.

Which policy configuration level should U+ Bank use to implement the age requirement (18+ years) for all credit card promotions?

- A. Action-level policy
- B. Applicability condition
- C. Suitability condition
- D. Group-level policy

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 16

A decisioning architect wants to use the customer properties Gender and MonthlyAverageUsage in a Data Join component. Which decision component is required to enable access to these properties?

- A. Set Property.
- B. Proposition Data.
- C. None, properties are always available.
- D. Data Import.

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 17

An outbound run identifies 150 Standard card offers, 75 on email, and 75 on the SMS channel. If the following volume constraint is applied, how many actions are delivered by the outbound run?



- A. 150
- B. 75 emails 25 SMSes
- C. 75 SMSes and 25 emails
- D. 100

Answer: (SHOW ANSWER)

The outbound run delivers 75 emails and 25 SMSes for the Standard card offer because the volume constraint is set to limit the number of actions per channel per day. The email channel has a limit of 75 actions per day, so all 75 email offers are delivered. The SMS channel has a limit of 25 actions per day, so only 25 SMS offers are delivered. The remaining 50 SMS offers are not delivered because they exceed the volume constraint.

NEW QUESTION: 18

MegaRetail Solutions has successfully created and approved their brand voice in Pega 1:1 Operations Manager. They have also established global directives for style, grammar, language, and compliance. Now they want to ensure that their Pega GenAI system uses this brand voice to generate marketing treatments that also maintain consistency with their established guidelines. How will MegaRetail Solutions' approved brand voice be applied in their content generation process?

- A. The system uses brand voice with global directives for consistent content generation
- B. Global directives override brand voice settings for compliance requirements
- C. Brand voice applies only to manually created content, not automated generation
- D. Brand voice replaces global directives for streamlined content creation

Answer: (SHOW ANSWER)

NEW QUESTION: 19

Pega Customer Decision Hub enables organizations to make Next-Best decisions. To which type of a decision is Next-Best-Action applied?

- A. Determining if a borrower gets a loan
- B. Determining how to optimize inventories
- C. Predicting the time of a machine failure
- D. Optimizing supply chain management

Answer: ([SHOW ANSWER](#))

Next-Best-Action is a type of decision that involves selecting and prioritizing the most appropriate proposition for each customer at any given moment. Next-Best-Action can be applied to decisions that require customer-centricity, personalization, and contextualization. Determining if a borrower gets a loan is an example of such a decision, as it depends on the customer's attributes, behaviors, preferences, and needs. The other options are examples of decisions that are not related to customer interactions, but rather to operational or analytical processes. Verified References: [Pega Decisioning Consultant | Pega Academy]

NEW QUESTION: 20

- A. Remap the scorecard property in the decision strategy for the change to take effect.
- B. Add a new Group By component for the mortgage limit calculation.
- C. The score calculation is independent of the strategy and no change is required.
- D. A new proposition filter needs to be configured in the strategy to filter on customer income.

Answer: ([SHOW ANSWER](#))

The score calculation is independent of the strategy and no change is required. When you use a scorecard component in a decision strategy, you only need to specify the name of the scorecard rule and the output property that will store the score value. The scorecard rule itself defines how the score is calculated based on the input properties and factors. Therefore, if you update the scorecard rule to include a new property in the calculation, you do not need to make any changes in the decision strategy for the updated scorecard to take effect. Verified References: [Pega Academy - Decisioning Consultant - Using scorecards]

NEW QUESTION: 21

U+- Bank uses Pega Customer Decision Hub™ 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. Context weighting
- B. Contact policies
- C. Business levers
- D. Engagement policies

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 22

MyCo, a telecom company, wants to send promotional SMSs with data plan offers to their qualified customers. The business intends to use the same action flow template with their target flow pattern for all the data plan actions.

What do you configure to implement this requirement?

- A. A file template
- B. An output template
- C. A dynamic template
- D. An SMS treatment

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 23

A financial institution's NBA team discovers that they need to modify their risk assessment strategy and edit a scorecard used for loan approvals. The team lead reviews the available options in 1:1 Operations Manager to determine the most appropriate approach to implementing these changes.

Which approach should the team lead use to implement these strategy and scorecard modifications?

- A. Create a new revision in 1:1 Operations Manager, followed by a new change request in the Customer Decision Hub portal
- B. Submit a Create new action request in 1:1 Operations Manager
- C. Submit an Update existing action request in 1:1 Operations Manager
- D. Submit an Other request type in the Customer Decision Hub portal

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 24

To access a property from an unconnected component, you use the

- A. customer-dot-property construct
- B. property value
- C. component-dot-property construct
- D. dot-property value directly

Answer: ([SHOW ANSWER](#))

To access a property from an unconnected component, you use the component-dot-property construct. For example, if you want to access the property .Rank from an unconnected component named ActionRanking, you use ActionRanking.Rank. Verified References: Pega Academy - Decisioning Consultant - Accessing properties from unconnected components


NEW QUESTION: 25

U+ Bank, a retail bank, has recently implemented a project in which credit card offers are presented to qualified customers when they log in to the web self-service portal The Dank added engagement policy conditions to show the offers based on the bank's requirements.

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


Answer Area

<u>Condition</u>	<u>Engagement policy</u>		
	Eligibility	Applicability	Suitability
The customer must not be flagged as a defaulted borrower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer already owns a higher-value offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Must be a resident of New York City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The savings product offers are relevant only if the customer has not explicitly opted out of direct marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inappropriate for customers with a credit score < 300 as they are likely to default	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Answer:

ANSWER AREA



<u>Condition</u>	<u>Engagement policy</u>		
	Eligibility	Applicability	Suitability
The customer must not be flagged as a defaulted borrower	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Customer already owns a higher-value offer	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Must be a resident of New York City	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The savings product offers are relevant only if the customer has not explicitly opted out of direct marketing	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inappropriate for customers with a credit score < 300 as they are likely to default	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Explanation:

Condition	Engagement policy		
	Eligibility	Applicability	Suitability
The customer must not be flagged as a defaulted borrower	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Customer already owns a higher-value offer	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Must be a resident of New York City	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The savings product offers are relevant only if the customer has not explicitly opted out of direct marketing	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inappropriate for customers with a credit score < 300 as they are likely to default	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

NEW QUESTION: 26


U+ BankT a retail bank, uses Pega Customer Decision Hub to manage various business changes throughout their operations The bank's team members need to understand which change request type to use for different business scenarios they encounter Select each change request type on the left, and drag it to the matching scenario descriptions on the right:

Create New Action

Update Existing Action

Request Type Other

Fast-track Change Request



Scenario

The bank needs to launch a completely new mortgage product offer targeting first-time homebuyers

Regulatory changes require modifications to an existing credit card engagement policy.

The fraud detection scorecard needs urgent updates due to emerging threats.

Complex changes are needed to the arbitration rules and engagement strategies.

Change Request Type

Answer:

Change Request Type	Answer Area	Change Request Type
Create New Action	<p>Scenario</p> <p>The bank needs to launch a completely new mortgage product offer targeting first-time homebuyers</p> <p>Regulatory changes require modifications to an existing credit card engagement policy.</p> <p>The fraud detection scorecard needs urgent updates due to emerging threats.</p> <p>Complex changes are needed to the arbitration rules and engagement strategies.</p>	Create New Action
Update Existing Action		Update Existing Action
Request Type Other		Fast-track Change Request
Fast-track Change Request		Request Type Other

Explanation:

Change Request Type	Answer Area	Change Request Type
Create New Action	<p>Scenario</p> <p>The bank needs to launch a completely new mortgage product offer targeting first-time homebuyers.</p> <p>Regulatory changes require modifications to an existing credit card engagement policy.</p> <p>The fraud detection scorecard needs urgent updates due to emerging threats.</p> <p>Complex changes are needed to the arbitration rules and engagement strategies.</p>	Create New Action
Update Existing Action		Update Existing Action
Request Type Other		Fast-track Change Request
Fast-track Change Request		Request Type Other

NEW QUESTION: 27

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.

Answer:

A screenshot of a computer screen Description automatically generated

Task	Execution	Execution	Execution
	Create a new decision strategy	Extend existing decision strategies	No strategy changes required
Create complex eligibility rule that uses a scorecard rule to determine the customer credit score.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create a new tracking time period for 20 days.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Enable a new channel.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Use business levers to boost an offer.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

NEW QUESTION: 28

U+ Bank, a retail bank, uses the Business Operations Environment to perform its business changes. The bank carries out these changes in the Pega Customer Decision Hub portal by using revision management features or the 1:1 Operations Manager portal.

For each task, select the correct portal in which you initiate the change request based on best practices.

ANSWER AREA

Task	1:1 Operations Manager	Pega Customer Decision Hub
Create a new action.	<input type="radio"/>	<input type="radio"/>
Modify a decision table.	<input type="radio"/>	<input type="radio"/>
Create a decision strategy.	<input type="radio"/>	<input type="radio"/>
Edit an engagement policy for an action.	<input type="radio"/>	<input type="radio"/>
Edit a group level engagement policy.	<input type="radio"/>	<input type="radio"/>

Answer:
ANSWER AREA

Task	1:1 Operations Manager	Pega Customer Decision Hub
Create a new action.	<input type="radio"/>	<input checked="" type="checkbox"/>
Modify a decision table.	<input type="radio"/>	<input checked="" type="checkbox"/>
Create a decision strategy.	<input type="radio"/>	<input checked="" type="checkbox"/>
Edit an engagement policy for an action.	<input checked="" type="checkbox"/>	<input type="radio"/>
Edit a group level engagement policy.	<input checked="" type="checkbox"/>	<input type="radio"/>

Explanation:

Task	1:1 Operations Manager	Pega Customer Decision Hub
Create a new action.	<input type="radio"/>	<input checked="" type="checkbox"/>
Modify a decision table.	<input type="radio"/>	<input checked="" type="checkbox"/>
Create a decision strategy.	<input type="radio"/>	<input checked="" type="checkbox"/>
Edit an engagement policy for an action.	<input checked="" type="checkbox"/>	<input type="radio"/>
Edit a group level engagement policy.	<input checked="" type="checkbox"/>	<input type="radio"/>
Edit an email treatment for an action	<input checked="" type="checkbox"/>	<input type="radio"/>

NEW QUESTION: 29

You are a deaccessioning architect 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.

Answer:

A close-up of a list of words AI-generated content may be incorrect.

The screenshot shows a PEGA interface with the following layout:

- Answer Area** (top left)
- PEGA** logo (top center)
- Requirement** column (center):
 - Determine target budget to retain a customer
 - Divide customers into risk segments
 - Compute sum of profit
 - Determine customer credit score
- Component** column (right):
 - Set Property
 - Decision table
 - Group By
 - Scorecard

A large watermark "freecram.net" is visible across the center of the interface.

NEW QUESTION: 30

- A.** Actions outside a customer journey are upweighted to ensure that the system also takes them into consideration.
- B.** Customers are placed in all available customer journeys from the start to ensure that the system takes all actions into consideration.
- C.** Active customer journeys become inactive when Pega AI detects a better action outside the journey.
- D.** Customers can participate in multiple customer journeys simultaneously.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 31

U+ Bank's marketing department wants to use the always-on outbound approach to send promotional emails about credit card offers to qualified customers. As a part of this promotion, the bank wants to identify the starting population by defining a few high-level criteria in a segment. For each condition below, select which two conditions should be defined in Segment and which three conditions should be defined in Engagement policy as best practice.

Condition: Customer...	Segment	Engagement policy
has a monthly income less than 20000	<input type="radio"/>	<input type="radio"/>
is opted in to receive promotional emails	<input type="radio"/>	<input type="radio"/>
has a credit score higher than 200	<input type="radio"/>	<input type="radio"/>
has a debt to income ratio higher than 30	<input type="radio"/>	<input type="radio"/>
is opted out to receive credit card promotions on mobile phone	<input type="radio"/>	<input type="radio"/>

Answer:

Answer Area

Condition: Customer...	Segment	Engagement policy
has a monthly income less than 20000	<input type="radio"/>	<input checked="" type="radio"/>
is opted in to receive promotional emails	<input checked="" type="radio"/>	<input type="radio"/>
has a credit score higher than 200	<input type="radio"/>	<input checked="" type="radio"/>
has a debt to income ratio higher than 30	<input type="radio"/>	<input checked="" type="radio"/>
is opted out to receive credit card promotions on mobile phone	<input type="radio"/>	<input type="radio"/>

Explanation:

A screenshot of a survey AI-generated content may be incorrect.

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NEW QUESTION: 32

Which of the following reasons explains why a customer might receive an action that they already accepted?

A. The action suitability conditions are not defined.

- B. The volume constraint is not set to exclude previously accepted offers.
- C. The suppression rules are not defined to exclude previously accepted actions.
- D. The actions are filtered based on eligibility.

Answer: B ([LEAVE A REPLY](#))

A customer might receive an action that they already accepted if the volume constraint for that action is not configured to exclude previously accepted offers. This option can be enabled by selecting the Exclude previously accepted actions checkbox in the volume constraint configuration. The action suitability conditions are used to determine whether an action is suitable for a customer based on their propensity, priority, or other criteria, not based on their previous responses. The suppression rules are used to exclude customers from receiving an action based on certain conditions, such as opt-out preferences or recent purchases, not based on their previous responses. The actions are filtered based on eligibility before applying the volume constraints, so this option does not explain why a customer might receive an action that they already accepted. Verified References: Certified Pega Decisioning Consultant | Pega Academy, Volume constraints

NEW QUESTION: 33

A telecommunications company is promoting iPhone upgrades with unlimited data plans. The marketing team notices that a customer explicitly stated in a recent survey that they are not interested in iPhone products. The company wants to apply appropriate engagement policy conditions to respect customer preferences.

Which engagement policy condition type should you use to prevent iPhone offers for customers who express disinterest?

- A. Suitability condition for customer empathy considerations.
- B. Arbitration rules to deprioritize the customer segment.
- C. Eligibility condition based on customer survey responses.
- D. Applicability condition to respect customer preferences.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 34

You are the decisioning architect 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 factor do you consider in the prioritization expression?

- A. Predicted customer behavior
- B. Offer eligibility
- C. Customer contact policy
- D. Offer relevancy

Answer: ([SHOW ANSWER](#))

The prioritization expression is a formula that calculates the priority score of each offer for each customer, based on various factors that reflect the customer needs and the business objectives. One of the most important factors is the predicted customer behavior, which is measured by the propensity. The propensity is a value that indicates how likely a customer is to accept an offer, based on their attributes and behaviors. The propensity is calculated by using predictive analytics models that learn from historical data and feedback. The higher the propensity, the higher the priority score, making the offer more relevant and valuable for the customer. Verified References: [Pega Decisioning Consultant | Pega Academy]

NEW QUESTION: 35

A bank has been running traditional marketing campaigns for many years. One such campaign sends an offer email to qualified customers on day one. On day five, the bank presents a similar offer if the first email is ignored.

If you re-implement this requirement by using the always-on outbound customer engagement paradigm, how do you approach this scenario?

- A.** Create two segments to identify the target audience for each of the two offer emails: day one, and day five. Set up two schedules per day for the two segments.
- B.** Create an action with a flow that contains two Send Email shapes, one for each email. Set appropriate wait times between the shapes.
- C.** Configure the primary schedule to run daily and let the artificial intelligence (AI) choose the best action based on engagement policies.
- D.** Configure a primary schedule for the original offer email and setup an ad-hoc schedule to send the second email.

Answer: (SHOW ANSWER)

The always-on outbound customer engagement paradigm relies on AI to select the best action for each customer at any given time, based on their profile, context, and behavior. You do not need to create separate segments or schedules for different offers or timings. You can configure the primary schedule to run daily and let the AI choose the best action based on engagement policies, such as contact policies, eligibility rules, suitability rules, and arbitration. The AI will also learn from the customer responses and optimize the action selection over time.

NEW QUESTION: 36

A customer qualifies for Standard card (priority 60), Rewards card {priority 40), and Premium card {priority 30). Standard card volume is exhausted. Rewards card has remaining volume, and Premium card has remaining volume. The system uses "Return any action that does not exceed constraint" mode.

Which actions does the customer receive in this scenario?

- A.** No actions due to Standard card volume exhaustion
- B.** Premium card only as lowest priority available action
- C.** Standard card only as highest priority action

D. Rewards card and Premium card as available actions

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 37

U+ 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. File template
- B. Dynamic template
- C. Output template
- D. Email treatment

Answer: ([SHOW ANSWER](#))

To implement this requirement, you need to configure a dynamic template in Customer Decision Hub. A dynamic template is a type of template that allows you to define a common action flow pattern for a group of actions that share similar characteristics, such as channel, issue, or group. You can specify which properties and components are required for each action in the group, and how they are mapped to the action flow template. This way, you can reuse the same action flow template for all the credit card actions, while still allowing some variations in their content and configuration. Verified References: Pega Academy - Decisioning Consultant - Creating dynamic templates

NEW QUESTION: 38

As a decisioning architect, you are setting up the action hierarchy for MyCo. Select the correct action hierarchy level for each of the hierarchy items identified.

Answer Area			
Hierarchy Item	Action Hierarchy Levels		
	Business Issue	Group	Action
Free 4G upgrade		<input type="radio"/>	<input type="radio"/>
Retention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tablets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Change address	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer:

Answer Area



PEGA
Hierarchy Item

Action Hierarchy Levels

	Business Issue	Group	Action
Free 4G upgrade		<input checked="" type="checkbox"/>	<input type="checkbox"/>
Retention	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tablets	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Change address	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Explanation:

A screenshot of a survey AI-generated content may be incorrect.

Answer Area	<u>Hierarchy Item</u>	Business Issue	Group	Action
	Free 4G upgrade	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Retention	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Tablets	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Service	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Change address	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Proactive retentio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NEW QUESTION: 39

Regional Bank has a fully implemented 1:1 customer engagement solution that is in the business-as-usual phase. A business user from this bank identifies the need for a new promotional offer for customers who regularly use mobile banking services. The user has detailed requirements including eligibility criteria, treatment messaging, and implementation timeline.

Which process should the business user follow to implement the new action?

- A. Create a change request specifying action details, which will then be processed by NBA specialists
- B. Use the bulk import functionality to upload the action configuration from a spreadsheet
- C. Contact the IT department to develop the action artifacts outside the standard workflow
- D. Access the Customer Decision Hub portal directly and create the action on the Action landing page

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 40

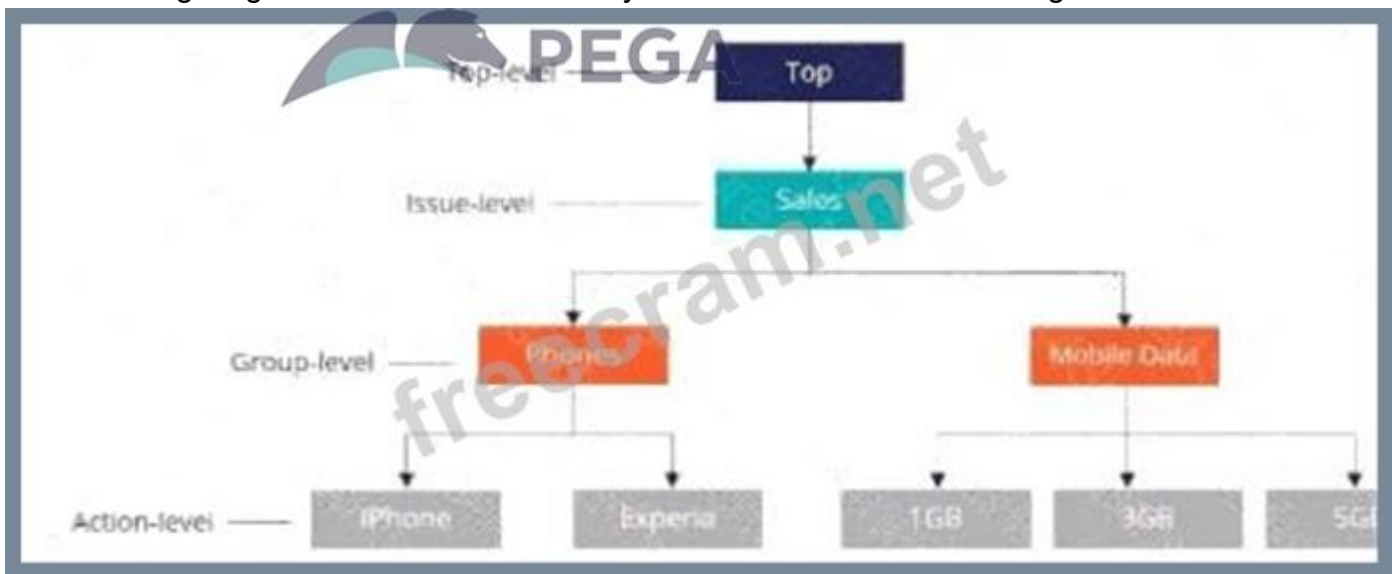
- A. The bank implemented upweighting for the third stage.
- B. The customer was not eligible for the last stage of the journey and the system presented an offer outside the journey.
- C. The customer can be Involved in only one active journey at a given moment.
- D. The customer always receives the most relevant action, even if an action is not a part of any journey.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 41

MyCo, a mobile company, uses Pega Customer Decision Hub™ to display offers to customers on its website.

The company wants to present more relevant offers to customers based on customer behavior. The following diagram is the action hierarchy in the Next-Best-Action Designer.



The company wants to present offers from both the groups and arbitrate across the two groups to select the best offer based on customer behavior.

As a decisioning architect, what must you do to present offers from the two groups'

- A. Set contact limits for both the groups.
- B. Enable an engagement policy for the second group.
- C. Map a real-time container to the Top-level or Issue-level.
- D. Create a decision strategy at the Issue-level.

Answer: (SHOW ANSWER)

NEW QUESTION: 42

As a decisioning architect, you advise the board on the business issues for which they must use the Next-Best- Action strategy. Which three business issues do you recommend? (Choose Three)

- A. Resource Planning
- B. Service
- C. Retention
- D. Collections

E. Accounting

Answer: ([SHOW ANSWER](#))

The Next-Best-Action strategy is a customer-centric approach that aims to deliver the most relevant and valuable proposition for each customer at any given moment. You can use the Next-Best-Action strategy to address various business issues that involve customer interactions, such as service, retention, and collections.

Service is the process of providing assistance and support to customers who have questions or problems.

Retention is the process of preventing customers from leaving or switching to competitors.

Collections is the process of recovering unpaid debts from customers who are delinquent or defaulting on their obligations.

These are all business issues that can benefit from using the Next-Best-Action strategy. Verified References:

[Pega Decisioning Consultant | Pega Academy]

NEW QUESTION: 43

A mortgage company defines a new suppression policy to limit promotional emails for home loan offers. The policy is complete, but it must be applied to all to home loan actions. The implementation team must associate this policy with the appropriate business structure.

Where should the team associate the contact policy to apply it to home loan promotions?

- A. The Contact policy configuration to update outcome tracking preferences only.
- B. The Engagement policy tab to apply the policy to home loan action group.
- C. The Constraints tab to edit customer contact limits for email channels.
- D. The Designer settings to modify global suppression rules for home loan action group.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 44

An NBA Specialist is configuring the engagement policy for a new loan offer and wants to validate the policy. What is the best way for the NBA Specialist to validate the engagement policy?

- A. By reviewing the business requirements document
- B. By reviewing the strategy simulation results
- C. By deploying the offer to a small group of customers
- D. By testing the policy with a test customer

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 45

What is the name of the property that the system computes automatically when you use an Adaptive Model decision component?

- A. Order
- B. Propensity
- C. Rank

D. Priority

Answer: B (LEAVE A REPLY)

Propensity is the name of the property that the system computes automatically when you use an Adaptive Model decision component. Propensity is a measure of how likely a customer is to accept an action, based on their past behavior and profile. An Adaptive Model component uses machine learning to calculate the propensity for each action and store it in a property with the same name as the action. Verified References: Pega Academy - Decisioning Consultant - Using adaptive models

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