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NEW QUESTION: 1

MyCo, a telecom company, notices that when customers call to check on bill status, 80% of the time, they received the wrong offer promotion, leading to customer dissatisfaction. The company decides to boost customers' needs in the prioritization formula, to improve sales in the current quarter.

Which arbitration factor do you configure to implement the requirement?

- A. Action value
- B. Propensity
- C. Business weighting
- D. Context weighting

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 2

Aggregation components provide the ability to_____.

- A. set a text value to a strategy property
- B. make calculations based upon a list of actions
- C. filter actions based on priority and relevance
- D. choose between actions

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 3

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 consultant, what must you do to present offers from the two groups?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 4

HOTSPOT

U+ Bank's marketing department currently promotes various credit card offers by sending emails to qualified customers. The bank wants to limit the number of offers that customers can receive over a given period of time.

In the Answer Area, select the correct artifact you use to implement each requirement.

Answer Area

| <u>Requirement</u> | <u>Artifact</u> |
|---|--|
| Do not send more than 500 email offers in the outbound run. | <div style="border: 1px solid black; padding: 5px;"> Suppression policy Customer contact limits Volume constraints </div> |
| Do not send more than two email offers to a customer in one month. | <div style="border: 1px solid black; padding: 5px;"> Suppression policy Customer contact limits Volume constraints </div> |
| Do not send any credit cards for ten days if a customer has clicked on a credit card five times in the last seven days. | <div style="border: 1px solid black; padding: 5px;"> Suppression policy Customer contact limits Volume constraints </div> |
| Do not send a credit card for ten days if the card was shown three times in the last seven days. | <div style="border: 1px solid black; padding: 5px;"> Suppression policy Customer contact constraints Volume constraints </div> |

Answer:

| Answer Area | |
|---|--|
| <u>Requirement</u> | <u>Artifact</u> |
| Do not send more than 500 email offers in the outbound run. | Suppression policy Customer contact limits Volume constraints |
| Do not send more than two email offers to a customer in one month. | Suppression policy Customer contact limits Volume constraints |
| Do not send any credit cards for ten days if a customer has clicked on a credit card five times in the last seven days. | Suppression policy Customer contact limits Volume constraints |
| Do not send a credit card for ten days if the card was shown three times in the last seven days. | Suppression policy Customer contact constraints Volume constraints |

NEW QUESTION: 5

DRAG DROP

A financial institution wants to add a new tracking period to track its customers' response over 15 days in various channels. Once the response is tracked, they want to suppress the credit card actions if customers ignore it three times within 15 days.

Put the steps in the correct order to implement this task.

| Steps | Implementation order |
|---|----------------------|
| Create the suppression rule for the credit card actions per the requirement. | |
| Extend the <i>CheckSpecificChannelLimits</i> and <i>CheckAllChannelLimits</i> strategies to include the Interaction History Summary rule. | |
| Create a new Interaction History Summary rule and field value to track responses to actions over 15 days. | |
| Create contact policies for the new tracking period per the requirement. | |

Answer:

| Steps | Implementation order |
|---|---|
| Create the suppression rule for the credit card actions per the requirement. | Create contact policies for the new tracking period per the requirement. |
| Extend the <i>CheckSpecificChannellimits</i> and <i>CheckAllChannellimits</i> strategies to include the Interaction History Summary rule. | Extend the <i>CheckSpecificChannellimits</i> and <i>CheckAllChannellimits</i> strategies to include the Interaction History Summary rule. |
| Create a new Interaction History Summary rule and field value to track responses to actions over 15 days. | Create the suppression rule for the credit card actions per the requirement. |
| Create contact policies for the new tracking period per the requirement. | Create a new Interaction History Summary rule and field value to track responses to actions over 15 days. |

NEW QUESTION: 6

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

- A. Determining why response rates for a campaign in one region are below average
- B. Determining how to optimize the product portfolio to increase market share
- C. Determining how to retain a customer
- D. Determining the cause of a customer's problem

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 7

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 Hub.

| | 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. pxRiskSegment
- B. pxSegment
- C. pxOutcome
- D. pxResult

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 8

To reference a customer property in a strategy, you need to prefix the property name with the keyword_____.

- A. " ."
- B. No prefix. Use directly the property name.
- C. "Data."
- D. "Customer."

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

U+ Bank, a retail bank, follows all engagement policy best practices to present credit card offers on their website. The bank has introduced a new credit card offer, the Rewards card. Anna, an existing customer, currently holds a higher value card. Premier Rewards, and does not see the new Rewards card offer.

What condition possibly prevents Anna from seeing the new Rewards card offer?

- A. Suitability
- B. Applicability
- C. Eligibility
- D. Suppression rules

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 10

In Pega Customer Decision Hub, the characteristics of an action are defined by using

- A. logos
- B. plain text
- C. banners
- D. properties

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 11

U+ Bank wants to offer credit cards only to customers with a low-risk profile. The customers are divided into various risk segments from AAA to CCC. The risk segmentation rules that the business provides use the Age and the customer Credit Score based on the following table. The bank uses a scorecard model to determine the customer Credit Score.

| Age | Credit Score | Risk Segmentation |
|-----|--------------|-------------------|
| <18 | >100 | CCC |
| >18 | >350 | BBB |
| >25 | >500 | AAA |

As a decisioning consultant, how do you implement the business requirement?

- A. Add a decision table to a decision strategy and pass the credit score as the parameter.
- B. Add three contact policies that correspond to the three risk segments.

- C. Add the risk segmentation rules in the Results tab of the scorecard rule.
- D. Add a decision table to a decision strategy and reference it in the scorecard component.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 12

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.

Which two channels can the company use to present the new data plan to a customer? (Choose Two)

- A. Chatbot
- B. Retail store
- C. Billboard
- D. Television

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 13

U+ Bank uses a Next-Best-Action decision strategy to automatically approve credit card limit changes requested by customers. A scorecard model determines the customer credit score. The automatic approval of credit card limits are processed based on the following criteria set by the bank:

| Credit Score | Max Credit Card limit |
|--------------|-----------------------|
| <150 | USD 1000 |
| <175 | USD 2000 |
| Otherwise | USD 3000 |

The bank wants to change the threshold value for the USD 2000 credit limit from "<175" to "<200".

As a Strategy Designer, how do you implement this change?

- A. Change in the strategy the condition from ".pxSegment <=175" to ".pxSegment <=200"
- B. Change the cutoff value in the results tab of the scorecard model
- C. Map the score value in the decision strategy to "<=200".
- D. Change the cutoff value in the results tab of the scorecard decision component

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 14

A customer contacts a bank to resolve a credit card dispute. After dispute resolution, Next-Best-Action displays a set of sales offers that a Customer Service Representative can present to the customer.

Which feature of Next-Best-Action helps the Customer Service Representative decide on the offer to present to the customer?

- A. Dispute handling strategy
- B. Call intent detection
- C. Offers ranking
- D. Interaction history

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 15

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 purchased other offers.
- C. Similar customers have rejected the offer.
- D. Similar customers have shown interest in the offer.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 16

DRAG DROP

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.

| <u>Component</u> | <u>Requirement</u> | <u>Component</u> |
|------------------|--|------------------|
| Decision table | Determine target budget to retain a customer | |
| Group By | Divide customers into risk segments | |
| Set Property | Compute sum of profit | |
| Scorecard | Determine customer credit score | |

Answer:

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

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NEW QUESTION: 17

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. Applicability rules
- C. Volume constraints
- D. Suppression rules

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 18

U+ Bank uses a scorecard rule in a decision strategy to compute the mortgage limit for a customer. U+ Bank updated their scorecard to include a new property in the calculation: customer income.

What changes do you need to make in the decision strategy for the updated scorecard to take effect?

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

D. Remap the scorecard property in the decision strategy for the change to take effect.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 19

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. Maximize customer churn for low-value customers
- B. Offer the new retention plan for all customers in a certain region
- C. Meet the quarterly targets regardless of customer needs
- D. Customer relevancy and business profitability

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 20

As a decisioning consultant, 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. Service
- B. Collections
- C. Accounting
- D. Retention
- E. Resource Planning

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 21

U+ Bank, a retail bank, wants to send promotional emails related to credit card offers to their qualified customers. You have already created an action flow template with the desired flow pattern and reused it for all the credit card actions.

What must you do to ensure that this action is not selected for any customers?

- A. Set the action availability to Never
- B. Set the action availability to Always
- C. Set the action availability to Within a defined time period
- D. Set the action availability to Template

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 22

Myco, a telecom company, uses Pega Customer Decision Hub to present offers to qualified customers. The business recently decided to send offer messages through the email channel. The Design department has designed an email treatment which includes dynamic placeholders.

As a decisioning consultant, what do you use in order to test the visualization and the rendering of the email content, including replacing of the placeholders with customer information?

- A. a seed list from the Test Message tab
- B. schedule an outbound run with a limited number of customers
- C. a list of customer email addresses from the Test Message tab
- D. preview section from the email content editor

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 23

What is the name of the property that is automatically recomputed for each decision component?

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

Answer: ([SHOW ANSWER](#))

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