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QUESTION 1

Which decision component is used to arbitrate between propositions?

A. Prioritize

B. Adjudication

C. Arbitration

D. Decision Table

Correct Answer: C

QUESTION 2

Proactive retention is applicable when a customer is _____.

A. initiating contact to churn

B. in a collections process

C. likely to churn

D. a high value customer

Correct Answer: C

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

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QUESTION 3

When a customer is offered a proposition he has already accepted, this is because _____.

A. the strategy uses interaction history to exclude previously accepted offers

B. the customer intent was captured incorrectly

C. the propositions are filtered based on eligibility

D. there is no filter for previously accepted offers in the strategy

Correct Answer: D

QUESTION 4

Which value is output by an Adaptive Model?

A. Score

B. Performance

C. Behavior

D. Lift

Correct Answer: B

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

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QUESTION 5

What is a proposition in Pega Customer Decision HubTM?

A. Customer facing action

B. Treatment

C. Offers for sales, cross sell, or retention

D. Service or retention offer

Correct Answer: C

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