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QUESTION 1

U+ Bank purchased Pega Customer Decision Hub to enhance the customer experience in their branches. The new application they have built has a Next-Best-Action panel to guide the branch advisor. When does the Next-Best-Action panel for the branch advisor need to be refreshed during the conversation with the customer?

- A. Every time new information about the customer is received
- B. Once, after the customer reason to visit the branch is captured in the system
- C. Every second to ensure timely recommendations
- D. First time, after looking up the customer in the system to ensure consistency during the visit

Correct	Answer:	D

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An	adaptive	model	captures	outcomes of

- A. only negative customer responses
- B. similar propositions
- C. a subset of customer responses
- D. only positive customer responses

Correct Answer: C

QUESTION 3

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

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

Correct Answer: B

QUESTION 4

As a Strategy Designer, you have created two business issues (Sales and Retention) and a proposition group hierarchy for a mobile company, MyCo. You also defined propositions in the various business issues and groups. In a strategy



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defined in the "Retention" issue and the "X-Sell" group, you can import
A. propositions from X-Sell" group
B. all propositions defined
C. propositions from all groups under the "Retention" issue
D. propositions from the Sales issue
Correct Answer: B

QUESTION 5

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

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Questions