



# PEGAPCDC80V1<sup>Q&As</sup>

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### QUESTION 1

A telecom company is interested in improving customer engagement on social media. However, there are hundreds of relevant messages posted on Twitter every day, and it is not practical for customer service representatives (CSRs) to review and respond to all messages. Instead, CSRs should focus on negative messages.

What do you need to analyze the incoming messages?

- A. A text analyzer
- B. A text outcome filed
- C. An adaptive model for each negative response
- D. Historical data to build a predictive model

Correct Answer: A

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### QUESTION 2

A customer's propensity to accept a proposition increases when \_\_\_\_\_.

- A. the proposition was rejected by similar customers
- B. similar propositions were rejected by the customer
- C. similar propositions were accepted by the customer
- D. the proposition was accepted by similar customers

Correct Answer: C

Reference: <https://community.pega.com/knowledgebase/articles/introduction-adaptive-models-reporting-72>

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### QUESTION 3

Which value is output by an Adaptive Model?

- A. Score
- B. Behavior
- C. Performance
- D. Lift

Correct Answer: C

Reference: [https://community.pega.com/sites/default/files/help\\_v63sp1/Content/rule-/rule-decision-/rule-decision-adaptivemodel/main.htm](https://community.pega.com/sites/default/files/help_v63sp1/Content/rule-/rule-decision-/rule-decision-adaptivemodel/main.htm)



#### QUESTION 4

In order to associate an Adaptive Model with each proposition, you need to \_\_\_\_\_.

- A. link all propositions with an Adaptive Model decision component
- B. create an Adaptive Model rule for each proposition
- C. capture the customer's response
- D. define the Adaptive Model instances in Adaptive Decision Manager

Correct Answer: D

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#### QUESTION 5

U+ Bank wants to use Pega Marketing, powered by Pega Customer Decision Hub, to drive sales by displaying the most relevant message to its customers. As a first step, U+ Bank has decided to leverage its website as a marketing channel. The management wants to evaluate how successful the customer engagement is in the web channel. As a Strategy Designer what must you configure in the Next-Best-Action designer to achieve this requirement?

- A. Total volume KPI
- B. Web Click Through Rate KPI
- C. Prioritization strategy
- D. Interaction history report

Correct Answer: B

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