



PEGAPCDC85V1^{Q&As}

Pega Certified Decisioning Consultant (PCDC) version 8.5

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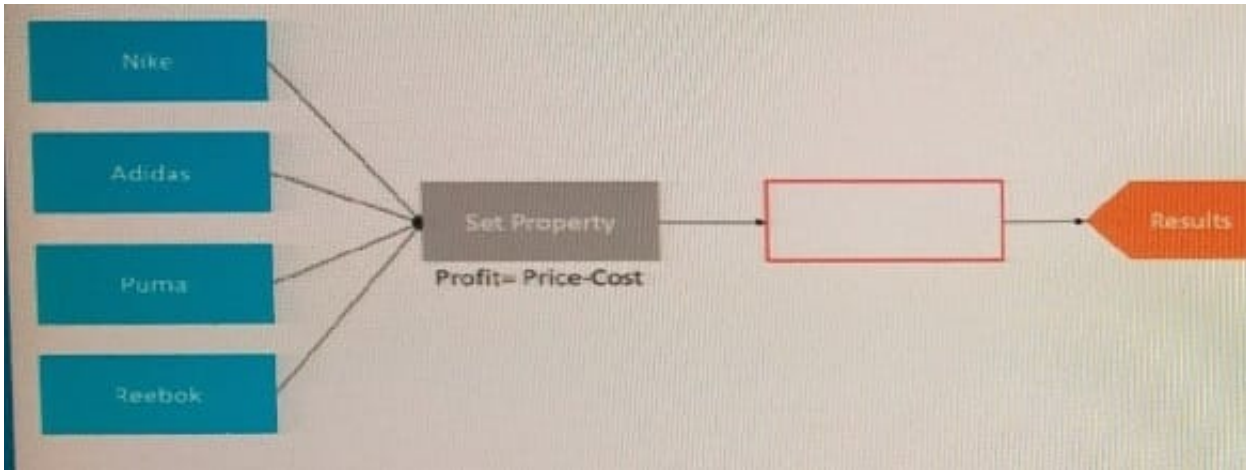
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QUESTION 1

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



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

What is the number of outputs that each component has?

- A. Set-Property=1, Results=4
- B. Set-Property=4, Results=4
- C. Set-Property=1, Results=1
- D. Set-Property=4, Results=1

Correct Answer: A

QUESTION 2

U+ Bank uses Pega Customer Decision Hub™ to display an offer to its customers on the U+ Bank website.

The bank wants to ensure that Silver credit cards are not offered to customers under 27 years of age. They also want to ensure that Platinum cards are offered only to customers who had a positive balance in the last year.

What do you configure in the Next-Best-Action Designer to achieve this outcome?



- A. Engagement policies
- B. Contact policy rules
- C. Customer segments
- D. Arbitration rules

Correct Answer: C

QUESTION 3

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.

Hot Area:

<u>Requirement</u>	<u>Artifact</u>
Do not send more than 500 email offers in the outbound run.	<input type="checkbox"/> Suppression policy <input type="checkbox"/> Customer contact limits <input type="checkbox"/> Volume constraints
Do not send more than two email offers to a customer in one month.	<input type="checkbox"/> Suppression policy <input type="checkbox"/> Customer contact limits <input type="checkbox"/> 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.	<input type="checkbox"/> Suppression policy <input type="checkbox"/> Customer contact limits <input type="checkbox"/> Volume constraints
Do not send a credit card for ten days if the card was shown three times in the last seven days.	<input type="checkbox"/> Suppression policy <input type="checkbox"/> Customer contact constraints <input type="checkbox"/> Volume constraints

Correct Answer:



Requirement	Artifact
Do not send more than 500 email offers in the outbound run.	<input type="checkbox"/> Suppression policy <input checked="" type="checkbox"/> Customer contact limits <input type="checkbox"/> Volume constraints
Do not send more than two email offers to a customer in one month.	<input checked="" type="checkbox"/> Suppression policy <input type="checkbox"/> Customer contact limits <input type="checkbox"/> 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.	<input type="checkbox"/> Suppression policy <input type="checkbox"/> Customer contact limits <input checked="" type="checkbox"/> Volume constraints
Do not send a credit card for ten days if the card was shown three times in the last seven days.	<input checked="" type="checkbox"/> Suppression policy <input type="checkbox"/> Customer contact constraints <input type="checkbox"/> Volume constraints

QUESTION 4

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

Correct Answer: C

QUESTION 5

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.

Select and Place:



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.	

Correct Answer:

Steps	Implementation order
	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.
	Extend the <i>CheckSpecificChannelLimits</i> and <i>CheckAllChannelLimits</i> strategies to include the Interaction History Summary rule.
	Create contact policies for the new tracking period per the requirement.

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