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QUESTION 1

U+ Bank, a retail bank, wants to begin promoting credit card offers via email to qualified customers. The business would like to ensure that the outbound run always uses the latest customer information.

What do you configure to implement this requirement?

- A. Trigger an external ETL (Extract-Transform-Load) process
- B. Select Refresh the audience
- C. Run the starting population segment daily
- D. Select different audience sample with similar profile

Correct Answer: C

QUESTION 2

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

Correct Answer: C

QUESTION 3

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

Correct Answer: AC



QUESTION 4

When a customer is offered an action that they already accepted, this is because_____.

- A. the strategy is not customized to exclude previously accepted offers
- B. there are no suppression rules defined
- C. the actions are filtered based on eligibility
- D. the customer intent was captured incorrectly

Correct Answer: D

QUESTION 5

To access a property from an unconnected component, you use the_____.

- A. dot-property value directly
- B. property value
- C. component-dot-property construct
- D. customer-dot-property construct

Correct Answer: C

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