



PEGAPCDC85V1^{Q&As}

Pega Certified Decisioning Consultant (PCDC) version 8.5

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QUESTION 1

MyCo, a telecom company, notices that when customers call to check on bill status, 80% of the time, they received the wrong offer promotion, leading to customer dissatisfaction. The company decides to boost customers' needs in the prioritization formula, to improve sales in the current quarter.

Which arbitration factor do you configure to implement the requirement?

- A. Context weighting
- B. Propensity
- C. Business weighting
- D. Action value

Correct Answer: A

QUESTION 2

U+ Bank, a retail bank, presents various credit card offers to its customers on its website. The bank uses artificial intelligence (AI) to prioritize the offers based on customer behavior. Since introducing the Gold credit card offer, the offer click through rate propensity has increased to 0.83.

What does the increase in the propensity value most likely indicate?

- A. Similar customers have ignored the offer.
- B. Similar customers have shown interest in the offer.
- C. Similar customers have rejected the offer.
- D. Similar customers have purchased other offers.

Correct Answer: D

QUESTION 3

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 4

In the Answer Area, select the correct engagement policy for each condition.

Hot Area:

<u>Condition</u>	<u>Engagement policy</u>		
	Eligibility	Applicability	Suitability
The customer must not be flagged as deceased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer already owns a higher-value offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Must be a resident of the New York City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The savings product offers are only relevant if the customer has not explicitly opted out of direct marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inappropriate for customers with a credit score < 300 as they are likely to default	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Correct Answer:

<u>Condition</u>	<u>Engagement policy</u>		
	Eligibility	Applicability	Suitability
The customer must not be flagged as deceased	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Customer already owns a higher-value offer	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Must be a resident of the New York City	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The savings product offers are only relevant if the customer has not explicitly opted out of direct marketing	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Inappropriate for customers with a credit score < 300 as they are likely to default	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

QUESTION 5



U+ Bank, a retail bank, uses Pega Customer Decision Hub™ for their one-to-one customer engagement. The bank now wants to change its offer prioritization to consider both business objectives and customer needs.

Which two factors do you configure in the Next-Best-Action Designer to implement this change? (Choose Two)

- A. Business levers
- B. Engagement policies
- C. Context weighting
- D. Contact policies

Correct Answer: AB

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