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QUESTION 1

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 2

Myco, a telecom company, uses Pega Customer Decision Hub™ to present offers to qualified customers. The business recently decided to send offer messages through the email channel. The Design department has designed an email

treatment which includes dynamic placeholders.

As a decisioning consultant, what do you use in order to test the visualization and the rendering of the email content, including replacing of the placeholders with customer information?

- A. a list of customer email addresses from the Test Message tab
- B. schedule an outbound run with a limited number of customers
- C. preview section from the email content editor
- D. a seed list from the Test Message tab

Correct Answer: D

QUESTION 3

U+ Bank, a retail bank, wants to send promotional emails related to credit card offers to their qualified customers. The business intends to use the same action flow template with the desired flow pattern for all the credit card actions.

What do you configure to implement this requirement?

- A. Output template
- B. Dynamic template
- C. File template



D. Email treatment

Correct Answer: B

QUESTION 4

U+ Bank has launched a new credit card for all customers with a premium bank account. As a decisioning consultant, you need to create actions that involve the full customer life cycle: marketing, sales, and service.

Which two valid actions do you create? (Choose Two)

- A. Credit card status
- B. No annual fee credit card
- C. 1% cash back credit card
- D. Credit card number

Correct Answer: AB

QUESTION 5

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

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