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Pega Certified Decisioning Consultant (PCDC) version 8.5

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QUESTION 1

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

QUESTION 2

MyCo, a telecom company, introduced fiber optic service in the northern region of the country. They want to advertise this service on their website by using a banner and target the customers living in that area.

What do you need to configure in the Next-Best-Action Designer to implement this requirement?

- A. Applicability rules
- B. Audience
- C. Prioritization formula
- D. Customer segment

Correct Answer: B

QUESTION 3

U+ Bank has recently introduced a few mortgage offers that are presented to qualified customers on its website. The business now wants to prevent offer overexposure, as overexposure negatively impacts the customer experience.

Select the correct suppression rule for the requirement: If a customer is presented on the website with the same offer five times in the last 14 days, do not show the same offer to that customer for the next 10 days.

- A. Suppress an action for 10 days if there are five impressions for any channel in the last 14 days
- B. Suppress a group of actions for 10 days if there are five impressions for any channel in the last 10 days
- C. Suppress an action for 10 days if there are five impressions for web channel in the last 14 days
- D. Suppress an action for 14 days if there are five rejects for web channel in the last 10 days

Correct Answer: C



QUESTION 4

MyCo, a mobile company, uses Pega Customer Decision Hub™ to display offers to customers on its website. The company wants to present more relevant offers to customers based on customer behavior. The following diagram is the action hierarchy in the Next- Best-Action Designer.



The company wants to present offers from both the groups and arbitrate across the two groups to select the best offer based on customer behavior.

As a decisioning consultant, what do you configure to select the best offer from both groups based on customer behavior?

- A. Enable an action value in the prioritization formula.
- B. Ensure that the propensity is enabled in Arbitration tab.
- C. Create a prioritization decision strategy at the Group-level.
- D. Create an adaptive model rule at the Issue-level.

Correct Answer: A

QUESTION 5

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

Hot Area:

**Answer Area****Condition****Engagement policy****Eligibility****Applicability****Suitability**

The customer must not be flagged as deceased

☐☐☐

Customer already owns a higher-value offer

☐☐☐

Must be a resident of the New York City

☐☐☐

The savings product offers are only relevant if the customer has not explicitly opted out of direct marketing

☐☐☐

Inappropriate for customers with a credit score < 300 as they are likely to default

☐☐☐

Correct Answer:

Answer Area**Condition****Engagement policy****Eligibility****Applicability****Suitability**

The customer must not be flagged as deceased

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