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Pega Certified Decisioning Consultant (PCDC) version 8.5

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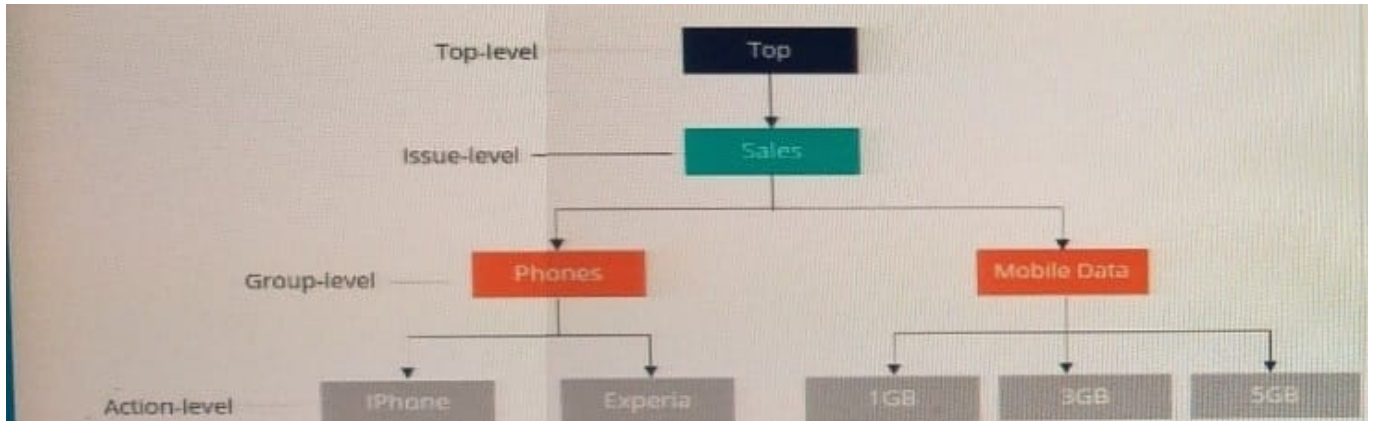
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QUESTION 1

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 must you do to present offers from the two groups?

- A. Enable an engagement policy for the second group.
- B. Set contact limits for both the groups.
- C. Map a real-time container to the Top-level or Issue-level.
- D. Create a decision strategy at the Issue-level.

Correct Answer: D

QUESTION 2

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 3

In a Decisioning Strategy, which decision component is required to enable access to the Customer properties like age, income, etc.?

- A. None, properties are available
- B. Set Property
- C. Data Import
- D. Proposition Data

Correct Answer: B

QUESTION 4

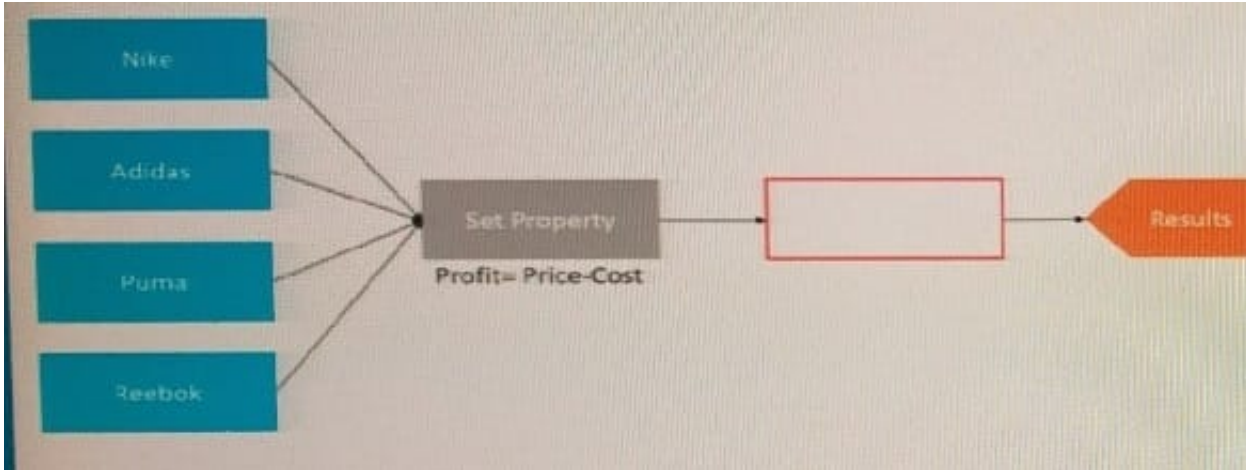
The U+ Bank marketing department wants to leverage the next-best-action capability of Pega Customer Decision Hub on its website to promote new offers to each customer. Place the events in the sequential order.

Select and Place:

Correct Answer:

QUESTION 5

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

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