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## Pega Certified Decisioning Consultant (PCDC) version 8.5

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**QUESTION 1**

U+ Bank wants to use Pega Customer Decision HubTM to show the Reward Card offer to the qualified customers on its website. In preparation, the action, the treatment, and the real-time container are already created. As a decisioning consultant, you are now expected to make the remaining configurations in the Next-Best-Action Designer\\'s Channel tab to enable the website to communicate with the Pega Customer Decision Hub.

To achieve this requirement, which two tasks do you perform in the Next-Best-Action Designer\\'s Channel tab? (Choose Two)

A. Define the starting population

B. Enable web channel

C. Add contact policy rules

D. Map the real-time container to a business structure level

Correct Answer: B

**QUESTION 2**

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 3**

MyCo, a telecom company, wants to send promotional emails to give away phone accessories. The accessories can only be given away in batches of 50. When the stock in a batch is completed, a new batch can be promoted again.

You have decided to use volume constraint to limit the number of actions in a batch. To meet the business requirement, what Reset Interval setting do you select?

A. When accessed

B. Manual

C. Daily

D. Reset Interval does not matter for this scenario

Correct Answer: C

QUESTION 4

U+ Bank, a retail bank, has introduced a credit cards group with Gold card and Platinum card offers. The bank wants to present these two offers based on the following criteria:

1.

 For both cards, customers must be above the age of 18

2.

 Offer both cards only if the customer does not explicitly opt-out of any direct marketing for credit cards

3.

 Platinum card is suitable for customers with the Credit Score > 500

As a decisioning consultant, how do you implement this requirement? In the Answer Area, select the correct engagement policy for each criterion.

Hot Area:



Correct Answer:

Answer Area

| Criteria | Engagement policy |
|---|---|
| Age | Action-level suitability |
| | Action-level applicability |
| | Group-level eligibility |
| Opt-out | Group-level applicability |
| | Action-level suitability |
| | Action-level applicability |
| | Group-level eligibility |
| | Group-level applicability |
| Credit Score | Action-level suitability |
| | Action-level applicability |
| | Group-level eligibility |
| | Group-level applicability |

**QUESTION 5**

Aggregation components provide the ability to_____.

A. filter actions based on priority and relevance

B. make calculations based upon a list of actions

C. choose between actions

D. set a text value to a strategy property

Correct Answer: B

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