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QUESTION 1

You are the Decisioning Consultant on an AI-powered one-to-one Customer Engagement implementation project. You are asked to design the Next-Best-Action prioritization expression that balances the customer needs with the business objectives.

What factors do you consider in the prioritization expression?

- A. product eligibility rules
- B. customer contact rules
- C. product compatibility rules
- D. business levers

Correct Answer: A

QUESTION 2

An online store is interested in increasing its revenues from cross-selling and wants to predict the acceptance rate of the offers presented on their website.

A customer's propensity to accept an offer increases when_____ . .

- A. similar offers were rejected by the customer
- B. similar offers were accepted by the customer
- C. the offer was rejected by similar customers
- D. the offer was accepted by similar customers

Correct Answer: B

QUESTION 3

In a Prioritize component, the best action can be determined based on the value of

- A. Customer, Value
- B. Propensity
- C. Average Margin
- D. Customer. Income

Correct Answer: A



QUESTION 4

A Scoring Model allows you to differentiate between

- A. Good, Bad, Unknown
- B. Good, Better, Best
- C. Accept, Reject, Maybe Later
- D. Good, Bad

Correct Answer: D

Reference: [https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762- StudentGuide.pdf](https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf)

QUESTION 5

A company wants to create a data set that includes mock-up customer add Which method is available to populate these fields?

- A. Propensity
- B. Bayesian
- C. Monte Carlo
- D. Import

Correct Answer: C

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