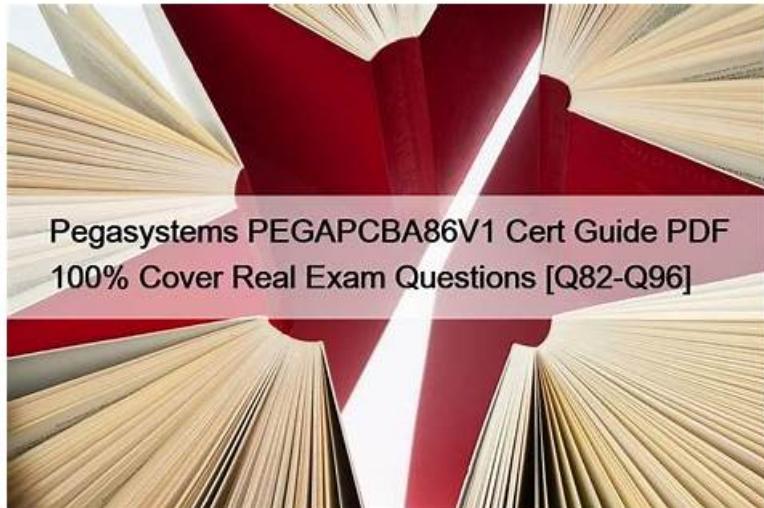


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Pegasystems PEGACPDC25V1 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Actions and treatments: Focuses on defining and managing customer actions for web and outbound channels.
Topic 2	<ul style="list-style-type: none">Customer Engagement Optimization: Addresses change management, revision management, GenAI brand voice, and action update processes.

Topic 3	<ul style="list-style-type: none"> Contact policy and volume constraints: This domain covers managing contact policies to limit how often customers receive communications, focusing on controlling action exposure and volume in outbound channels while configuring appropriate tracking periods.
Topic 4	<ul style="list-style-type: none"> Next-Best-Action concepts: Covers one-to-one engagement fundamentals, contact center optimization, always-on outbound strategies, and next-best-action optimization.
Topic 5	<ul style="list-style-type: none"> Channels: Covers implementing real-time containers, offer emails, and third-party integrations for multi-channel delivery.
Topic 6	<ul style="list-style-type: none"> Decision strategies: Focuses on building decision strategies with business logic to power the decisioning engine.

Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q10-Q15):

NEW QUESTION # 10

U+ Bank's marketing department wants to use the always-on outbound approach to send promotional emails about credit card offers to qualified customers. As a part of this promotion, the bank wants to identify the starting population by defining a few high-level criteria in a segment.

For each condition below, select which two conditions should be defined in Segment and which three conditions should be defined in Engagement policy as best practice.

Answer Area

<u>Condition: Customer...</u>	Segment	Engagement policy
-------------------------------	---------	-------------------

has a monthly income less than 20000

is opted in to receive promotional emails

has a credit score higher than 200

has a debt to income ratio higher than 30

is opted out to receive credit card promotions on mobile phone

Answer:

Explanation:

Answer Area

<u>Condition: Customer...</u>	Segment	Engagement policy
-------------------------------	---------	-------------------

has a monthly income less than 20000

is opted in to receive promotional emails

has a credit score higher than 200

has a debt to income ratio higher than 30

is opted out to receive credit card promotions on mobile phone

Explanation:

A screenshot of a survey AI-generated content may be incorrect.

NEW QUESTION # 11

U+ Bank presents various credit card offers to its customers on its website. The bank uses AI to prioritize the offers according to customer behavior. With the introduction of the Gold credit card offer, the offer click-through propensity decreased to 0.42. What does the decrease in the propensity value most likely indicate?

- A. Similar customers purchase other offers.
- B. Similar customers show interest in the offer.
- C. Similar customers do not qualify for the offer.
- D. **Similar customers ignore the offer.**

Answer: D

Explanation:

The propensity is a measure of how likely a customer is to accept an offer, based on their attributes and behaviors. The propensity is calculated by using predictive analytics models that learn from historical data and feedback. A low propensity value indicates that the offer is not relevant or attractive for the customer, and that similar customers have ignored or rejected the offer in the past.

Therefore, if the offer click-through propensity decreased to 0.42, it most likely indicates that similar customers ignore the offer.

Verified References: Pega Decisioning Consultant | Pega Academy

NEW QUESTION # 12

U+ Bank implemented a customer journey for its customers. The journey consists of five stages. The bank observes that as customers progress through the journey, one customer entered the third stage of the journey, and then received an offer that is not included in any journey.

Which statement explains the cause of this behavior?

- A. The customer can be involved in only one active journey at a given moment.
- B. The customer was not eligible for the last stage of the journey and the system presented an offer outside the journey.
- C. The bank implemented upweighting for the third stage.
- D. **The customer always receives the most relevant action, even if an action is not a part of any journey.**

Answer: D

Explanation:

Pega Customer Decision Hub always selects and prioritizes the most relevant and valuable action for each customer at any given moment, regardless of whether the action is part of a journey or not. A journey is a way to group and organize actions that are related to a common business objective or customer need, but it does not override the Next-Best-Action strategy that determines the best action for each customer. Therefore, if a customer receives an offer that is not included in any journey, it means that the offer is more suitable and beneficial for the customer than any other offer in the journey. Verified References: Pega Decisioning Consultant | Pega Academy

NEW QUESTION # 13

In the following figure, a volume constraint uses the Return any action that does not exceed constraint mode with the three following action type constraints that have remaining limits:

1. Maximum 50 Daily with Action: Protect Your Device, 5 remaining

2. Maximum 75 Daily with Action: MyFone Buds, 7 remaining

3. Maximum 25 Daily with Action: MyFone AirPods Pro, 0 remaining

A customer, CUST-01, qualifies for all the three actions. Given this scenario, how many actions does the system select for CUST-01 in the outbound run?

The screenshot shows a PEGA interface for managing customer actions. At the top, a question is asked: "How should multiple actions for a customer be treated?". Below it, a radio button is selected for "Individually". The interface then lists three actions with their remaining counts and a "View" button:

- Maximum 50 Daily with Action: Protect Your Device (5 remaining)
- Maximum 75 Weekly with Action: MyFone BUDs (7 remaining)
- Maximum 25 Weekly with Action: MyFone AirPods Pro (0 remaining)

- A. 0
- B. 1
- C. 2
- D. 3

Answer: B

NEW QUESTION # 14

As a decisioning architect, how can you optimize the strategies that are based on Insights that you gain from the AI Insight feature in the Customer Profile Viewer?

- A. By understanding how action performance is used and why new actions are required
- B. **By understanding how engagement policies are being used and why certain actions are filtered**
- C. By integrating social media analytics into the Customer Profile Viewer
- D. By generating automated marketing campaigns based on customer data

Answer: B

NEW QUESTION # 15

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