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Pegasystems PEGACPDC25V1 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Engagement policies: Addresses creating engagement policies, strategies, and customer journeys that govern contact timing and frequency.

Topic 2	<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 3	<ul style="list-style-type: none"> Customer Engagement Optimization: Addresses change management, revision management, GenAI brand voice, and action update processes.
Topic 4	<ul style="list-style-type: none"> Actions and treatments: Focuses on defining and managing customer actions for web and outbound channels.
Topic 5	<ul style="list-style-type: none"> Decision strategies: Focuses on building decision strategies with business logic to power the decisioning engine.

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Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q104-Q109):

NEW QUESTION # 104

The U+ Bank marketing department currently promotes various home loan offers to qualified customers.

Now, the bank does not want customers to receive more than four promotional emails per quarter, regardless of past responses to that action by the customer.

Which option allows you to implement the business requirement?

- A. Volume constraints
- B. Suitability rules
- C. Suppression policies
- D. Outbound channel limits

Answer: A

Explanation:

Volume constraints allow you to limit the number of times an action is presented to customers across one or more channels. You can use volume constraints to implement the requirement that customers do not receive more than four promotional emails per quarter, regardless of past responses to that action by the customer.

You can configure the volume constraint to limit the number of actions per channel per quarter and select the option to ignore previous responses. Outbound channel limits are used to limit the number of customers contacted per channel per run, not per quarter. Suppression policies are used to exclude customers from receiving an action based on certain conditions, such as opt-out preferences or recent purchases, not based on the number of times the action is presented. Suitability rules are used to determine whether an action is suitable for a customer based on their propensity, priority, or other criteria, not based on the number of times the action is presented.

NEW QUESTION # 105

U+- Bank, a retail bank, has recently Implemented a project in which qualified customers see mortgage offers when they log in to the web self-service portal.

Currently, only the customers who satisfy the following engagement policy conditions receive the Fifteen- year fixed-rate mortgage offer:

The bank decides to make two changes:

1. Update the suitability condition for the Fifteen-year fixed-rate mortgage offer.

2. Introduce a new offer, Twenty-year fixed-rate mortgage.

The following table shows the new engagement policy conditions for both mortgage offers:

What is the best practice to fulfill this change management requirement in the business operations environment?

- A. Create two change requests: one in the Pega Customer Decision Hub portal and the other in the 1:1 Operations Manager portal.
- B. Create a single change request in the Pega Customer Decision Hub portal.
- **C. Create two change requests in the 1:1 Operations Manager portal.**
- D. Create a single change request in the 1:1 Operations Manager portal.

Answer: C

NEW QUESTION # 106

U+ Bank wants to offer credit cards only to customers with a low-risk profile. The customers are divided into various risk segments from AAA to CCC. The risk segmentation rules that the business provides use the Age and the customer Credit Score based on the following table. The bank uses a scorecard model to determine the customer Credit Score.

As a decisioning architect, how do you implement the business requirement?

- A. Add three contact policies that correspond to the three risk segments.
- B. Add a decision table to a decision strategy and reference it in the scorecard component.
- **C. Add a decision table to a decision strategy and pass the credit score as the parameter.**
- D. Add the risk segmentation rules in the Results tab of the scorecard rule.

Answer: C

Explanation:

To implement the business requirement, you need to add a decision table to a decision strategy and pass the credit score as the parameter. A decision table allows you to define rules based on one or more input parameters and return an output value. In this case, you can use the credit score as an input parameter and return the risk category/grade as an output value. You can then use this output value to filter out customers who are not in the low-risk segment (AAA). Verified References: Pega Academy - Decisioning Consultant - Using decision tables

NEW QUESTION # 107

You are a deaccessioning architect on a next-best-action project and are responsible for designing and implementing decision strategies. Select each component on the left and drag it to the correct requirement on the right.

Answer:

Explanation:

A close-up of a list of words AI-generated content may be incorrect.

NEW QUESTION # 108

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 architect, what must you do to present offers from the two groups?

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

Answer: C

Explanation:

To present offers from the two groups, you must map a real-time container to the Top-level or Issue-level. A real-time container is a configuration that defines how to deliver offers and treatments to a specific channel, such as a website or a mobile app. By mapping a real-time container to the Top-level or Issue-level, you can enable all the offers under that level to be available for delivery through that channel. Verified References: Pega Academy - Decisioning Consultant - Configuring real-time containers

NEW QUESTION # 109

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