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Exam : PEGAPCSSA87V1

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87V1

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Pegasystems PEGACPDC25V1 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Channels: Covers implementing real-time containers, offer emails, and third-party integrations for multi-channel delivery.
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"> Engagement policies: Addresses creating engagement policies, strategies, and customer journeys that govern contact timing and frequency.
Topic 4	<ul style="list-style-type: none"> Decision strategies: Focuses on building decision strategies with business logic to power the decisioning engine.
Topic 5	<ul style="list-style-type: none"> AI and Arbitration: Explores AI-powered action arbitration, prioritization, and using business levers for action selection.
Topic 6	<ul style="list-style-type: none"> Actions and treatments: Focuses on defining and managing customer actions for web and outbound channels.
Topic 7	<ul style="list-style-type: none"> Customer Engagement Optimization: Addresses change management, revision management, GenAI brand voice, and action update processes.

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Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q75-Q80):

NEW QUESTION # 75

U+ Bank, a retail bank, uses the business operations environment to perform its business changes. The bank carries out these changes in the Pega Customer Decision Hub portal by using revision management features or the 1:1 Operations Manager portal. For each task, select the correct portal in which you perform the build tasks based on best practices.

Answer Area		 	
Task			
Create a new action.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modify a score card.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create a decision strategy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edit an engagement policy for an action.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edit a group level engagement policy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edit an email treatment for an	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer:

Explanation:

Task	1:1 Operations Manager	Pega Customer Decision Hub
Create a new action.	<input type="checkbox"/>	<input type="checkbox"/>
Modify a score card.	<input type="checkbox"/>	<input type="checkbox"/>
Create a decision strategy.	<input type="checkbox"/>	<input type="checkbox"/>
Edit an engagement policy for an action.	<input type="checkbox"/>	<input type="checkbox"/>
Edit a group level engagement policy.	<input type="checkbox"/>	<input type="checkbox"/>
Edit an email treatment for an	<input type="checkbox"/>	<input type="checkbox"/>

Explanation:

Task	1:1 Operations Manager	Pega Customer Decision Hub
Create a new action.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Modify a score card.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Create a decision strategy.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Edit an engagement policy for an action.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Edit a group level engagement policy.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Edit an email treatment for an	<input checked="" type="checkbox"/>	<input type="checkbox"/>

NEW QUESTION # 76

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 Reference: Pega Academy - Decisioning Consultant - Configuring real-time containers

NEW QUESTION # 77

U+ Bank, a retail bank, has recently implemented a project in which credit card offers are presented to qualified customers when they log in to the web self-service portal. The bank added engagement policy conditions to show the offers based on the bank's requirements.

In the Answer Area, select the correct engagement policy for each condition.

Condition	Engagement policy		
	Eligibility	Applicability	Suitability
The customer must not be flagged as a defaulted borrower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer already owns a higher-value offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Must be a resident of the New York City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The savings product offers are relevant only if the customer has not explicitly opted out of direct marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inappropriate for customers with a credit score < 300 as	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer:

Explanation:

Condition	Engagement policy		
	Eligibility	Applicability	Suitability
The customer must not be flagged as a defaulted borrower	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer already owns a higher-value offer	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Must be a resident of the New York City	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The savings product offers are relevant only if the customer has not explicitly opted out of direct marketing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Inappropriate for customers with a credit score < 300 as	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Explanation:

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

Condition	Engagement policy		
	Eligibility	Applicability	Suitability
The customer must not be flagged as a defaulted borrower	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer already owns a higher-value offer	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Must be a resident of the New York City	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The savings product offers are relevant only if the customer has not explicitly opted out of direct marketing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Inappropriate for customers with a credit score < 300 as	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

NEW QUESTION # 78

A bank has been running traditional marketing campaigns for many years. One such campaign sends an offer email to qualified customers on day one. On day five, the bank presents a similar offer if the first email is ignored.

If you re-implement this requirement by using the always-on outbound customer engagement paradigm, how do you approach this scenario?

- A. Create an action with a flow that contains two Send Email shapes, one for each email. Set appropriate wait times between the shapes.
- B. Create two segments to identify the target audience for each of the two offer emails: day one, and day five. Set up two schedules per day for the two segments.
- C. Configure the primary schedule to run daily and let the artificial intelligence (AI) choose the best action based on engagement policies.
- D. Configure a primary schedule for the original offer email and setup an ad-hoc schedule to send the second email.

Answer: C

Explanation:

The always-on outbound customer engagement paradigm relies on AI to select the best action for each customer at any given time, based on their profile, context, and behavior. You do not need to create separate segments or schedules for different offers or timings. You can configure the primary schedule to run daily and let the AI choose the best action based on engagement policies, such as contact policies, eligibility rules, suitability rules, and arbitration. The AI will also learn from the customer responses and optimize the action selection over time.

NEW QUESTION # 79

U+ Bank wants to send promotional emails related to credit card offers to their qualified customers. The business intends to use the same action flow template with the desired flow pattern for all the credit card actions. What do you configure to implement this requirement?

- A. Output template
- **B. Dynamic template**
- C. File template
- D. Email treatment

Answer: B

Explanation:

To implement this requirement, you need to configure a dynamic template in Customer Decision Hub. A dynamic template is a type of template that allows you to define a common action flow pattern for a group of actions that share similar characteristics, such as channel, issue, or group. You can specify which properties and components are required for each action in the group, and how they are mapped to the action flow template. This way, you can reuse the same action flow template for all the credit card actions, while still allowing some variations in their content and configuration. Verified References: Pega Academy - Decisioning Consultant - Creating dynamic templates

NEW QUESTION # 80

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