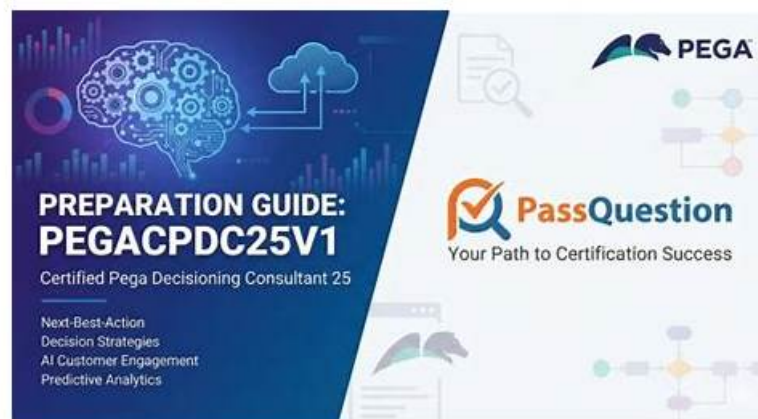


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Pegasystems PEGACPDC25V1 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> AI and Arbitration: Explores AI-powered action arbitration, prioritization, and using business levers for action selection.
Topic 2	<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 3	<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 4	<ul style="list-style-type: none"> • Engagement policies: Addresses creating engagement policies, strategies, and customer journeys that govern contact timing and frequency.

Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q13-Q18):

NEW QUESTION # 13

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 Reference: Pega Decisioning Consultant | Pega Academy

NEW QUESTION # 14

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

Answer: C

NEW QUESTION # 15

U+ Bank has decided to use the Pega Customer Decision Hub, M to recommend more relevant banner ads to its customers when they visit the personal portal. Select each placement type on the left and drag it to the correct requirement on the right.

Placement Type

- Tile
- Carousel
- Hero
- Footer bar

Requirement

- To display an offer as a rotating strip of images
- To display an offer at the bottom of the page
- To display an offer at the top of the page
- To display an offer at a defined location on the account page

Placement Type

-
-
-
-

Answer:

Explanation:

Placement Type

- Tile
- Carousel
- Hero
- Footer bar

Requirement

- To display an offer as a rotating strip of images
- To display an offer at the bottom of the page
- To display an offer at the top of the page
- To display an offer at a defined location on the account page

Placement Type

- Carousel
- Footer bar
- Hero
- Tile

NEW QUESTION # 16

A volume constraint uses the Return any action that does not exceed constraint mode. The following tables show the configuration of the volume constraints and the list of customers in the outbound segment:

Volume Constraints

Key	Value	Maximum
Channel	SMS	2
Action	Silver card	1

Customers

Interaction ID	Action	Channel
CUST-01	Gold Card	Push
CUST-02	Gold Card	Email
CUST-02	Silver Card	Push
CUST-03	Platinum Card	Email
CUST-03	Diamond Card	SMS
CUST-04	Diamond Card	Direct Mail
CUST-05	Silver Card	SMS
CUST-05	Diamond Card	Push

The outbound run selects customers in the following order to apply the volume constraints: CUST-01, CUST-02, CUST-03, and CUST-05.

Based on the configuration of the volume constraints for each channel, which offer does CUST-05 receive?

- A. Diamond card
- B. Silver card and Diamond card
- C. Silver card
- D. None

Answer: A

Explanation:

CUST-05 receives the Diamond card offer because it is the only action that does not exceed the volume constraint for the email channel. The Silver card offer has already reached its limit of 2 emails per day, so it is not eligible for CUST-05. The volume constraint mode Return any action that does not exceed means that any action that meets the eligibility and suitability criteria and does not violate the volume constraint will be returned, even if there are other actions with higher priority or propensity. Verified References: Certified Pega Decisioning Consultant | Pega Academy, Volume constraints

NEW QUESTION # 17

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

Condition: Customer...	Segment	Engagement policy
has a monthly income less than 20000	<input type="radio"/>	<input type="radio"/>
is opted in to receive promotional emails	<input type="radio"/>	<input type="radio"/>
has a credit score higher than 200	<input type="radio"/>	<input type="radio"/>
has a debt to income ratio higher than 30	<input type="radio"/>	<input type="radio"/>
is opted out to receive credit card promotions on mobile phone	<input type="radio"/>	<input type="radio"/>

Answer:

Explanation:

Condition: Customer...	Segment	Engagement policy
has a monthly income less than 20000	<input checked="" type="checkbox"/>	<input type="radio"/>
is opted in to receive promotional emails	<input checked="" type="checkbox"/>	<input type="radio"/>
has a credit score higher than 200	<input type="radio"/>	<input checked="" type="checkbox"/>
has a debt to income ratio higher than 30	<input type="radio"/>	<input checked="" type="checkbox"/>
is opted out to receive credit card promotions on mobile phone	<input type="radio"/>	<input checked="" type="checkbox"/>

Explanation:

Condition: Customer...	Segment	Engagement policy
has a monthly income less than 20000	<input checked="" type="radio"/>	<input type="radio"/>
is opted in to receive promotional emails	<input checked="" type="radio"/>	<input type="radio"/>
has a credit score higher than 200	<input type="radio"/>	<input checked="" type="radio"/>
has a debt to income ratio higher than 30	<input type="radio"/>	<input checked="" type="radio"/>
is opted out to receive credit card promotions on mobile phone	<input type="radio"/>	<input checked="" type="radio"/>

NEW QUESTION # 18

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