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Pegasystems PEGACPDC25V1 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<ul style="list-style-type: none">AI and Arbitration: Explores AI-powered action arbitration, prioritization, and using business levers for action selection.
Topic 3	<ul style="list-style-type: none">Decision strategies: Focuses on building decision strategies with business logic to power the decisioning engine.
Topic 4	<ul style="list-style-type: none">Channels: Covers implementing real-time containers, offer emails, and third-party integrations for multi-channel delivery.
Topic 5	<ul style="list-style-type: none">Actions and treatments: Focuses on defining and managing customer actions for web and outbound channels.

Topic 6	<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.
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Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q45-Q50):

NEW QUESTION # 45

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 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.
- B. Create an action with a flow that contains two Send Email shapes, one for each email. Set appropriate wait times between the shapes.
- 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 # 46

You are a decisioning architect responsible for configuring offer prioritization for home loan offers based on the business requirements. Select each prioritization factor on the left and drag it to the correct condition on the right.

Answer:

Explanation:

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

NEW QUESTION # 47

The U+ Bank marketing department wants to leverage the next-best-action capability of Pega Customer Decision Hub on its website to promote new offers to each customer.

Place the events in the sequential order.

Answer:

Explanation:

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

NEW QUESTION # 48

U+ Bank, a retail bank, is currently presenting a cashback offer on its website.

Currently, only the customers who satisfy the following engagement policy conditions receive the cashback offer:

While continuing cross-selling on the web, the bank now wants to present the cashback offer through a new channel, SMS. The bank also wants to update the suitability condition by lowering the threshold of the debt- to-income ratio from 48 to 45.

As a business user, what are the two tasks that you define to update the cashback offer? (Choose Two)

- A. Edit the engagement policy.
- B. Add a new treatment.
- C. Remove existing treatment.
- D. Edit the action details.
- E. Edit an existing treatment.

Answer: A,D

Explanation:

To update the cashback offer, you need to edit the engagement policy and the action details. Editing the engagement policy allows you to add a new channel (SMS) and update the suitability condition (lowering the debt-to-income ratio). Editing the action details allows you to specify the treatment for each channel (web and SMS). Verified References: [Pega Decisioning Consultant | Pega Academy]

NEW QUESTION # 49

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 initiate the change request based on best practices.

□

Answer:

Explanation:

□

Explanation:

□

NEW QUESTION # 50

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