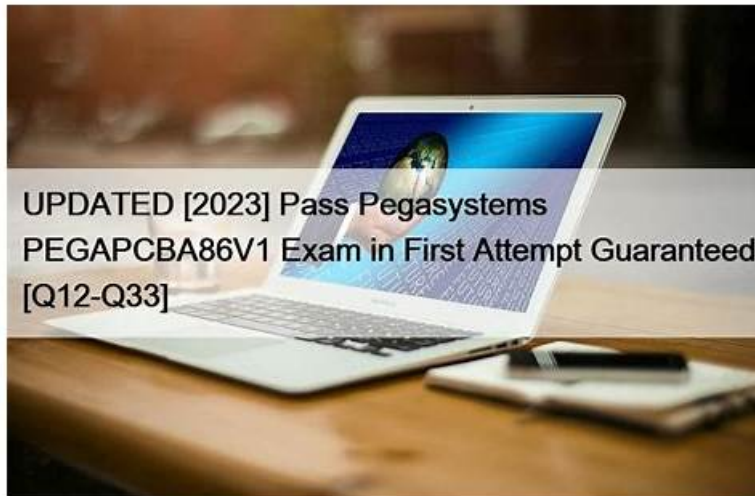


# Real Pegasystems PEGACPDC25V1 Exam Questions [2023]-Secret To Pass Exam In First Attempt



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## Pegasystems PEGACPDC25V1 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>AI and Arbitration: Explores AI-powered action arbitration, prioritization, and using business levers for action selection.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>Engagement policies: Addresses creating engagement policies, strategies, and customer journeys that govern contact timing and frequency.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>Channels: Covers implementing real-time containers, offer emails, and third-party integrations for multi-channel delivery.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>Actions and treatments: Focuses on defining and managing customer actions for web and outbound channels.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>Decision strategies: Focuses on building decision strategies with business logic to power the decisioning engine.</li> </ul>
Topic 6	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 7	<ul style="list-style-type: none"> <li>Customer Engagement Optimization: Addresses change management, revision management, GenAI brand voice, and action update processes.</li> </ul>

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### Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q102-Q107):

#### NEW QUESTION # 102

MyCo, a telecom company, wants to introduce a new group of offers called Tablets for all customers. As a decisioning architect, which two valid actions do you create? (Choose Two)

- A. Tablet serial number
- B. Netflix subscription for 12 months
- C. 5% discount on the price
- D. Tablet operating system

**Answer: C,D**

#### NEW QUESTION # 103

U+ Bank's marketing department currently promotes various credit card offers by sending emails to qualified customers. The bank wants to limit the number of offers that customers can receive over a given period of time.

In the Answer Area, select the correct artifact you use to implement each requirement.

**Answer:**

Explanation:

#### NEW QUESTION # 104

A financial services company has implemented always-on outbound campaigns for three credit card offers:

Standard card, Rewards card, and Rewards Plus card. The marketing team observes that customers who are qualified for multiple actions receive different numbers of offers, depending on the configuration of the volume constraint mode. To optimize customer engagement, the system administrator must choose between constraint modes.

Which volume constraint mode ensures that customers receive all actions for which they qualify, provided the actions do not reach volume limits?

- A. As a group for the context (output all actions)
- B. Sequential action delivery mode
- C. Return any action that does not exceed constraint
- D. Individually for each action

**Answer: C**

#### NEW QUESTION # 105

You are the decisioning architect on an AI-powered one-to-one customer engagement implementation project. You are asked to design the next-best-action prioritization expression that balances the customer needs with the business objectives.

What factor do you consider in the prioritization expression?

- A. Offer eligibility
- B. Customer contact policy
- C. Offer relevancy
- D. Predicted customer behavior

**Answer: D**

Explanation:

The prioritization expression is a formula that calculates the priority score of each offer for each customer, based on various factors that reflect the customer needs and the business objectives. One of the most important factors is the predicted customer behavior, which is measured by the propensity. The propensity is a value that indicates 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. The higher the propensity, the higher the priority score, making the offer more relevant and valuable for the customer.

Verified Reference: [Pega Decisioning Consultant | Pega Academy]

### NEW QUESTION # 106

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

**Answer: D**

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 # 107

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