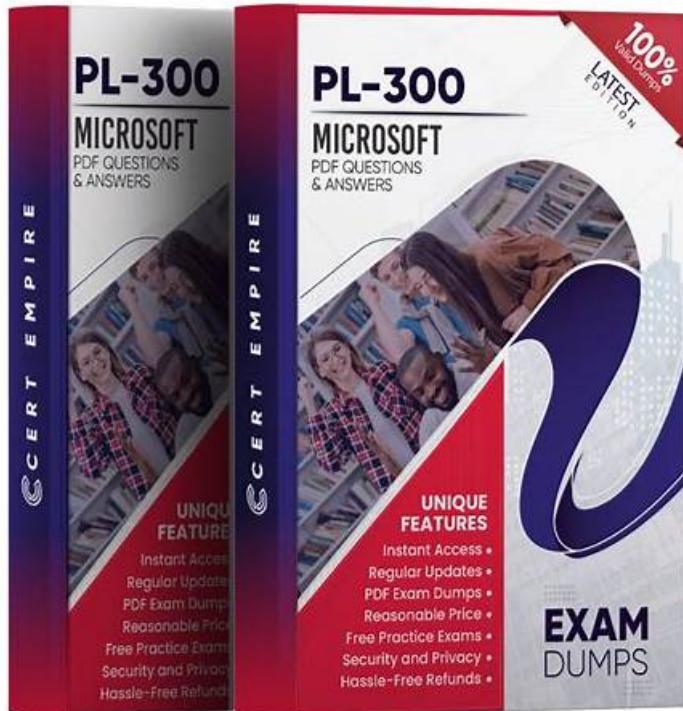


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Pegasystems PEGACPDC25V1 Exam Syllabus Topics:

Topic	Details

Topic 1	<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 2	<ul style="list-style-type: none"> Engagement policies: Addresses creating engagement policies, strategies, and customer journeys that govern contact timing and frequency.
Topic 3	<ul style="list-style-type: none"> Actions and treatments: Focuses on defining and managing customer actions for web and outbound channels.
Topic 4	<ul style="list-style-type: none"> Channels: Covers implementing real-time containers, offer emails, and third-party integrations for multi-channel delivery.

Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q84-Q89):

NEW QUESTION # 84

	Credit Score	Credit Score	Average Balance	Result
	\geq	<	$\geq=$	
If	400	600	30000	Good
else if	200	400	20000	Fair
else if	100	200	10000	Poor
else if	50	100	1000	Very Poor
Otherwise				Very Poor

U+ Bank wants to offer credit cards only to low-risk customers. The customers are divided into various risk segments from Good to Very Poor. The risk segmentation rules that the business provides use the Average Balance and the customer Credit Score. As a decisioning architect, you decide to use a decision table and a decision strategy to accomplish this requirement in Pega Customer Decision Hub.

Using the decision table, which label is returned for a customer with a credit score of 240 and an average balance 35000?

- A. Good
- B. Fair
- C. Very Poor
- D. Poor

Answer: D

Explanation:

Using the decision table, you can find the label for a customer with a credit score of 240 and an average balance of 35000 by following these steps:

* Start from the top row and check if the customer's credit score is less than 150. If yes, then the label is Very Poor. If no, then move to the next row.

* Check if the customer's credit score is less than 175 and their average balance is less than 25000. If yes, then the label is Poor. If no, then move to the next row.

* Check if the customer's credit score is less than 200 and their average balance is less than 50000. If yes, then the label is Fair. If no, then move to the next row.

* Check if the customer's credit score is less than 250 and their average balance is less than 75000. If yes, then the label is Good. If no, then move to the last row.

* The last row applies to all other cases that do not match any of the previous conditions. The label for this row is Very Poor.

In this case, the customer's credit score is not less than 150, so the first row does not apply. The customer's credit score is less than 175, but their average balance is not less than 25000, so the second row does not apply either. The customer's credit score is not less than 200, so the third row does not apply. The customer's credit score is less than 250 and their average balance is less than 75000, so the fourth row applies. Therefore, the label for this customer is Poor.

NEW QUESTION # 85

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 # 86

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 # 87

MyCo, a telecom company, wants to start promoting data plan offers through SMS to qualified customers.

The marketing team needs to ensure that the outbound run always uses the latest customer information.

What do you configure to implement this requirement?

- A. Run the starting population segment daily.
- **B. Select the Refresh the audience checkbox.**
- C. Select a different audience sample with a similar profile.
- D. Trigger an external Extract-Transform-Load (ETL) process.

Answer: B

NEW QUESTION # 88

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

Answer: B

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 # 89

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