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## Pegasystems PEGACPDC25V1 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>Next-Best-Action concepts: Covers one-to-one engagement fundamentals, contact center optimization, always-on outbound strategies, and next-best-action optimization.</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>Customer Engagement Optimization: Addresses change management, revision management, GenAI brand voice, and action update processes.</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>Channels: Covers implementing real-time containers, offer emails, and third-party integrations for multi-channel delivery.</li></ul>

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## Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q69-Q74):

### NEW QUESTION # 69

U+ Bank wants to offer credit cards only to customers with a low-risk profile. The customers are divided into various risk segments from AAA to CCC. The risk segmentation rules that the business provides use the Age and the customer Credit Score based on the following table. The bank uses a scorecard model to determine the customer Credit Score.

Age	Credit Score	Risk Segmentation
<18	>100	CCC
>18	>350	BBB
>25	>500	AAA

As a decisioning architect, how do you implement the business requirement?

- A. Add a decision table to a decision strategy and reference it in the scorecard component.
- B. Add the risk segmentation rules in the Results tab of the scorecard rule.
- C. Add three contact policies that correspond to the three risk segments.
- D. **Add a decision table to a decision strategy and pass the credit score as the parameter.**

**Answer: D**

Explanation:

To implement the business requirement, you need to add a decision table to a decision strategy and pass the credit score as the parameter. A decision table allows you to define rules based on one or more input parameters and return an output value. In this case, you can use the credit score as an input parameter and return the risk category/grade as an output value. You can then use this output value to filter out customers who are not in the low-risk segment (AAA). Verified References: Pega Academy - Decisioning Consultant - Using decision tables

### NEW QUESTION # 70

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

**Answer: B,C**

### NEW QUESTION # 71

An outbound run identifies 150 Standard card offers, 75 on email, and 75 on the SMS channel. If the following volume constraint is applied, how many actions are delivered by the outbound run?

› Maximum 100 Daily with Channel: Action: StandardCard	100 remaining
› Maximum 75 Daily with Channel: Email	75 remaining
› Maximum 75 Daily with Channel: SMS	75 remaining

- A. **75 emails 25 SMSes**
- B. 0
- C. 75 SMSes and 25 emails
- D. 1

**Answer: A**

Explanation:

The outbound run delivers 75 emails and 25 SMSes for the Standard card offer because the volume constraint is set to limit the number of actions per channel per day. The email channel has a limit of 75 actions per day, so all 75 email offers are delivered. The SMS channel has a limit of 25 actions per day, so only 25 SMS offers are delivered. The remaining 50 SMS offers are not delivered because they exceed the volume constraint.

**NEW QUESTION # 72**

Acme Retail uses Pega Customer Decision Hub to present various offers to its customers. The company notices that some high-value customers are not receiving any offers. The marketing team wants to identify these underserved customers.

Which tool in Pega Customer Decision Hub can Acme Retail use to identify segments of customers who are not receiving relevant offers?

- A. Scenario Planner
- **B. Value Finder**
- C. Application Overview
- D. CDH Assistant

**Answer: B****NEW QUESTION # 73**

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



<u>Condition: Customer...</u>	<u>Segment</u>	<u>Engagement policy</u>
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:

<u>Condition: Customer...</u>	<u>Segment</u>	<u>Engagement policy</u>
has a monthly income less than 20000	<input 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"/>

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 # 74

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