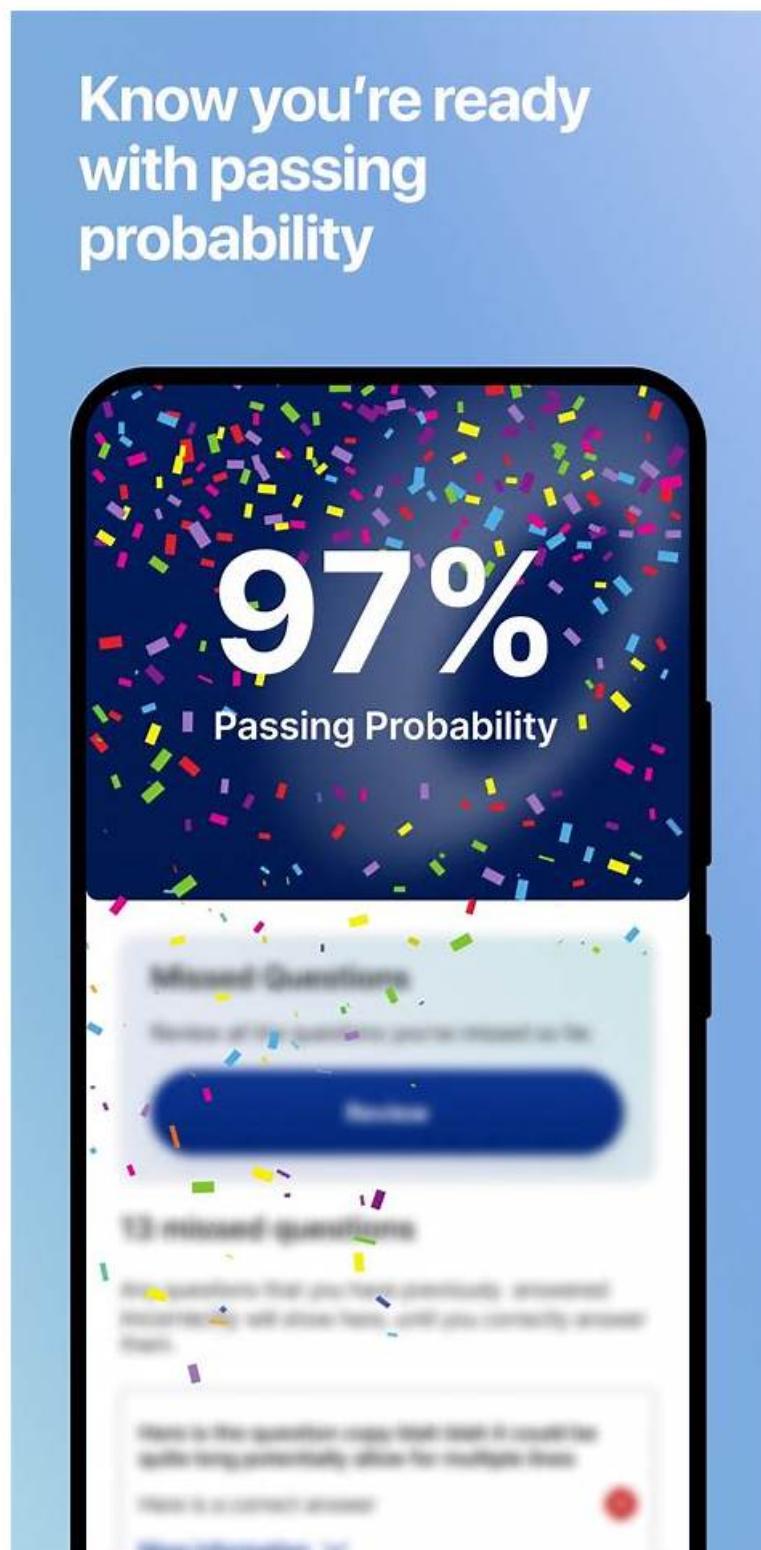


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Pegasystems PEGACPDC25V1 Exam Syllabus Topics:

| 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"> Actions and treatments: Focuses on defining and managing customer actions for web and outbound channels. |
| 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"> Engagement policies: Addresses creating engagement policies, strategies, and customer journeys that govern contact timing and frequency. |
| Topic 5 | <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 6 | <ul style="list-style-type: none"> AI and Arbitration: Explores AI-powered action arbitration, prioritization, and using business levers for action selection. |

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Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q31-Q36):

NEW QUESTION # 31

MyCo, a telecom company, wants to send promotional SMSs with data plan offers to their qualified customers. The business intends to use the same action flow template with their target flow pattern for all the data plan actions.

What do you configure to implement this requirement?

- A. A file template
- B. An SMS treatment**
- C. A dynamic template
- D. An output template

Answer: B

NEW QUESTION # 32

U+- Bank has recently implemented Pega Customer Decision Hub. As a first step, the bank went live with the contact center to improve customer engagement. Now, U+ Bank wants to extend its customer engagement through the web channel. As a decisioning architect, you have created the new set of actions, the corresponding treatments, enabled the web channel, and defined a new real-

time container trigger in the Next- Best-Action Designer What else do you configure for the new treatments to be present in the next-best-action recommendations?

- A. Change the generated decision strategy.
- B. Create a channel strategy specifically for web.
- **C. No need to do anything. The strategy is auto-generated.**
- D. Modify the Next-Best-Action Framework strategy to cater to the new web channel.

Answer: C

NEW QUESTION # 33

U+ Bank wants to use Pega Customer Decision Hub^{**} to display a credit card offer, the Standard Card, to every customer who logs in to the bank website.

What three of the following artifacts are mandatory to implement this requirement? (Choose Three)

- **A. Real-time containers.**
- **B. An action and the associated web treatment.**
- C. Customer contact policies.
- D. A business structure.
- E. Customer engagement policies.

Answer: A,B

NEW QUESTION # 34

U+ Bank, a retail bank, has purchased Pega Customer Decision Hub. The bank currently uses an external tool to design email content and a third-party email service provider to send emails to its customers.

As a decisioning architect, how do you recommend the bank implements this requirement?

- **A. Create an external email treatment and use an external tool to design the email.**
- B. Create an internal email treatment and import the email content HTML.
- C. Create an internal email treatment and use Customer Decision Hub to design the email.
- D. Create an external email treatment and use Customer Decision Hub to design the email.

Answer: A

Explanation:

To implement this requirement, you need to create an external email treatment and use an external tool to design the email. An external email treatment is a type of treatment that allows you to use a third-party email service provider to send emails to your customers. You can configure the external email treatment with the name of the provider, the authentication details, and the template ID that corresponds to the email content that you design using an external tool. This way, you can leverage your existing tools and processes for sending emails, while still using Customer Decision Hub to select the best actions and treatments for your customers.

Verified References: Pega Academy - Decisioning Consultant - Creating external treatments

NEW QUESTION # 35

As a decisioning architect, you are setting up the action hierarchy for MyCo. Select the correct action hierarchy level for each of the hierarchy items identified.

Answer:

Explanation:

Explanation:

NEW QUESTION # 36

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