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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>AI and Arbitration: Explores AI-powered action arbitration, prioritization, and using business levers for action selection.</li></ul>
Topic 3	<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 4	<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 5	<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 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>Channels: Covers implementing real-time containers, offer emails, and third-party integrations for multi-channel delivery.</li> </ul>

## Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q77-Q82):

### NEW QUESTION # 77

U+ Bank, a retail bank, has recently implemented a project in which credit card offers are presented to qualified customers when they log in to the web self-service portal. The bank added engagement policy conditions to show the offers based on the bank's requirements.

In the Answer Area, select the correct engagement policy for each condition.

Condition	Engagement policy		
	Eligibility	Applicability	Suitability
The customer must not be flagged as a defaulted borrower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer already owns a higher-value offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Must be a resident of the New York City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The savings product offers are relevant only if the customer has not explicitly opted out of direct marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inappropriate for customers with a credit score < 300 as	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Answer:**

Explanation:

**Answer Area**

Condition	Engagement policy		
	Eligibility	Applicability	Suitability
The customer must not be flagged as a defaulted borrower	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer already owns a higher-value offer	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Must be a resident of the New York City	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The savings product offers are relevant only if the customer has not explicitly opted out of direct marketing	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Inappropriate for customers with a credit score < 300 as	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

### NEW QUESTION # 78

U+ Bank is facing an unforeseen technical issue with its customer care system. As a result, the bank wants to share the new temporary contact details with all customers over an SMS.

Which type of outbound interaction do you configure to implement this requirement?

- A. Customer event
- **B. Priority communication**
- C. Scheduled update
- D. Security event

**Answer: B**

Explanation:

A priority communication is a type of outbound interaction that allows you to send urgent messages to customers that are not related to any specific offer or proposition. You can use priority communications to inform customers about important events or changes that affect their relationship with your organization. In this case, the bank wants to share the new temporary contact details with all customers over an SMS, so creating a priority communication is the best option. Verified References: [Pega Decisioning Consultant | Pega Academy]

**NEW QUESTION # 79**

U+ Bank, a retail bank, uses the Business Operations Environment to perform business changes. The team members of the Business Content team and Enterprise Capabilities team perform several roles in the change management process. Select each role on the left and drag it to the task descriptions to which the role corresponds on the right.

**Answer:**

Explanation:

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

Role	Answer Area	Task	Role
Business User		Design and configure decision strategies	NBA Specialist
NBA Designer		Review and manage priorities for business change requests	Team Lead
NBA Specialist		Configure new actions and treatments	NBA Designer
Team Lead		Create change requests for content changes	Business User

**NEW QUESTION # 80**

U+ Bank, a retail bank, presents offers on its website by using Pega Customer Decision Hub. The bank wants to leverage Customer Decision Hub capabilities to present relevant offers to qualified customers. As a decisioning consultant, you are responsible for configuring the business requirements with the Next-Best-Action Designer, which involves several tasks. To accomplish these tasks, you might have to use auto-generated decision strategies, create new decision strategies, or edit existing strategies. In the Answer Area, select the correct execution for each Task.

Task	Execution		
	Create a new decision strategy	Extend existing decision strategies	No strategy changes required
Create complex eligibility rule that uses a scorecard rule to determine the customer credit score.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create a new tracking time period for 20 days.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enable a new channel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use business levers to boost an offer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer:

Explanation:

Task	Execution		
	Create a new decision strategy	Extend existing decision strategies	No strategy changes required
Create complex eligibility rule that uses a scorecard rule to determine the customer credit score.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create a new tracking time period for 20 days.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Enable a new channel.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Use business levers to boost an offer.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

**NEW QUESTION # 81**

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

Condition: Customer...	Segment	Engagement policy
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:

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"/>

Explanation:



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