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Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q44-Q49):

NEW QUESTION # 44

GlobalRetail operates in a fast-changing digital marketplace where customer preferences and competitor offers change weekly. Their marketing team struggles with lengthy approval processes that prevent quick responses to market trends, often causing them to miss critical engagement opportunities.

What does agility represent in the context of customer engagement projects?

- A. Outsourcing decision-making processes to external vendors for faster implementation speeds
- **B. An organization's ability to react quickly to marketplace changes and emerging trends**
- C. Eliminating all testing requirements to completely accelerate software deployment cycles
- D. Automating all business processes through artificial Intelligence and machine learning algorithms

Answer: B

NEW QUESTION # 45

U+ Bank implemented a customer journey for its customers. The journey consists of three stages. The first stage raises awareness about available products, the second stage presents available offers, and in the last stage, customers can talk to an advisor to get a personalized quote. The bank wants to actively increase offers promotion over time.

What action does the bank need to take to achieve this business requirement?

- A. Enable increasing stage upweighting for the first stage of the journey.
- B. Upweight the propensity by adding more predictors that fit the target customers and repeat this process over time.
- C. Enable constant stage upweighting for the second stage of the journey.
- **D. Enable increasing stage upweighting for the second stage of the journey.**

Answer: D

Explanation:

Increasing stage upweighting is a feature that allows you to gradually increase the weight of a stage over time, making the offers in that stage more likely to be selected. This is useful for promoting offers that are time- sensitive or have a limited availability. In this case, the bank wants to actively increase offers promotion over time, so enabling increasing stage upweighting for the second stage of the journey, where the offers are presented, is the best option. Verified References: [Pega Decisioning Consultant | Pega Academy]

NEW QUESTION # 46

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

Answer: B

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 # 47

U+ Bank has recently defined two contact policies:

1. Suppress a group of credit card offers for 30 days if any credit card offer is rejected three times in any channel in the past 15 days.
 2. Suppress the Reward card offer, part of the credit card group, for 7 days if it is rejected twice in any channel in the last 7 days.
- Paul, an existing U+ Bank customer, no longer sees the Reward card offer. What is the reason that Paul cannot see the offer?

- A. Paul rejected the Reward card offer once on the web channel.
- **B. Paul rejected other credit card offers twice on the web channel and once in contact center.**
- C. Paul rejected other credit card offers once on the web channel and once in the contact center.
- D. Paul rejected the Reward card offer once in contact center.

Answer: B

Explanation:

Paul cannot see the Reward card offer because he rejected other credit card offers twice on the web channel and once in contact

center in the past 15 days. This triggers the first contact policy that suppresses a group of credit card offers for 30 days if any credit card offer is rejected three times in any channel in the past 15 days.

The Reward card offer is part of the credit card group, so it is suppressed for Paul for 30 days. The second contact policy that suppresses the Reward card offer for 7 days if it is rejected twice in any channel in the last

7 days does not apply because Paul did not reject the Reward card offer twice in any channel in the last 7 days. Verified References: [Certified Pega Decisioning Consultant | Pega Academy], Suppression policies system Following is the description of the image that was sent with question no:5:

- * This is a screenshot of a table with four columns and two rows.
- * The table has a header row with white text on a blue background.
- * The header row reads "Constraint name", "Constraint mode", "Constraint value", and "Channel".
- * The second row has black text on a white background.
- * The second row reads "Standard card", "Return any action that does not exceed", "100", and "Daily".
- * The table has a gray border and a light blue background.

NEW QUESTION # 48

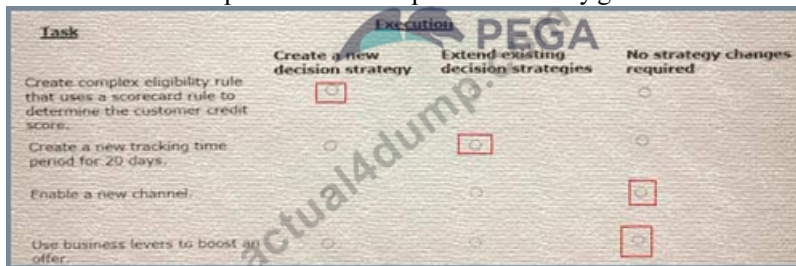
U+ Bank, a retail bank, presents offers on its website by using Pega Customer Decision Hub. The bank wants to leverage Customer Decision Hub capabilities to present relevant offers to qualified customers. As a decisioning consultant, you are responsible for configuring the business requirements with 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.

Answer:

Explanation:

A screenshot of a computer screen Description automatically generated



NEW QUESTION # 49

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