

# New Pegasystems PEGACPDC25V1 Exam Review & PEGACPDC25V1 Hot Spot Questions



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## Pegasystems PEGACPDC25V1 Exam Syllabus Topics:

| Topic   | Details                                                                                                                                                                                                                                                                                                          |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic 1 | <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 2 | <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 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>AI and Arbitration: Explores AI-powered action arbitration, prioritization, and using business levers for action selection.</li></ul>                                                                                                                                      |
| Topic 5 | <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 6 | <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 7 | <ul style="list-style-type: none"> <li>• Decision strategies: Focuses on building decision strategies with business logic to power the decisioning engine.</li> </ul>                                                    |

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### Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q83-Q88):

#### NEW QUESTION # 83

U+ Bank wants to send promotional emails related to credit card offers to their qualified customers. The business intends to use the same action flow template with the desired flow pattern for all the credit card actions.

What do you configure to implement this requirement?

- A. File template
- B. Output template
- C. Email treatment
- **D. Dynamic template**

**Answer: D**

Explanation:

To implement this requirement, you need to configure a dynamic template in Customer Decision Hub. A dynamic template is a type of template that allows you to define a common action flow pattern for a group of actions that share similar characteristics, such as channel, issue, or group. You can specify which properties and components are required for each action in the group, and how they are mapped to the action flow template. This way, you can reuse the same action flow template for all the credit card actions, while still allowing some variations in their content and configuration. Verified References: Pega Academy - Decisioning Consultant - Creating dynamic templates

#### NEW QUESTION # 84

The development team at U+Bank wants to create multiple test personas for their new engagement strategy quickly. A team member suggests using Pega GenAI features instead of creating a manual persona to improve efficiency and speed up the testing process.

Which advantage does Pega GenAI provide when creating personas compared to manual creation?

- A. Pega GenAI creates personas that do not require validation or review after generation.
- **B. Pega GenAI allows describing persona traits by using natural language to speed up creation.**
- C. Pega GenAI removes the need to configure channel context during persona testing.
- D. Pega GenAI automatically builds engagement policies for every persona it creates.

**Answer: B**

#### NEW QUESTION # 85

MyCo, a telecom company, uses Pega Customer Decision Hub to present offers to qualified customers. The business recently

decided to send offer messages through the email channel. The Design department has designed an email treatment which includes dynamic placeholders.

As a deaccessioning architect, what do you use in order to test the visualization and the rendering of the email content, including replacing of the placeholders with customer information?

- A. Schedule an outbound run with a limited number of customers
- **B. A seed list from the Test email tab**
- C. Preview section from the email content editor
- D. A list of customer email addresses from the Test email tab

**Answer: B**

Explanation:

To test the visualization and the rendering of the email content, including replacing of the placeholders with customer information, you use a seed list from the Test email tab. A seed list is a predefined set of customers that you can use to test your email treatments before sending them to your target audience. You can select one or more customers from the seed list and send them a test email with your treatment. You can then verify how the email looks in their inbox and how the placeholders are replaced with their actual values. Verified References: [Pega Academy - Decisioning Consultant - Testing email treatments]

#### NEW QUESTION # 86

U+ Bank presents various credit card offers to its customers on its website. The bank uses AI to prioritize the offers according to customer behavior. With the introduction of the Gold credit card offer, the offer click- through propensity decreased to 0.42.

What does the decrease in the propensity value most likely indicate?

- **A. Similar customers ignore the offer.**
- B. Similar customers purchase other offers.
- C. Similar customers do not qualify for the offer.
- D. Similar customers show interest in the offer.

**Answer: A**

Explanation:

The propensity is a measure of how likely a customer is to accept an offer, based on their attributes and behaviors. The propensity is calculated by using predictive analytics models that learn from historical data and feedback. A low propensity value indicates that the offer is not relevant or attractive for the customer, and that similar customers have ignored or rejected the offer in the past.

Therefore, if the offer click-through propensity decreased to 0.42, it most likely indicates that similar customers ignore the offer.

Verified References: Pega Decisioning Consultant | Pega Academy

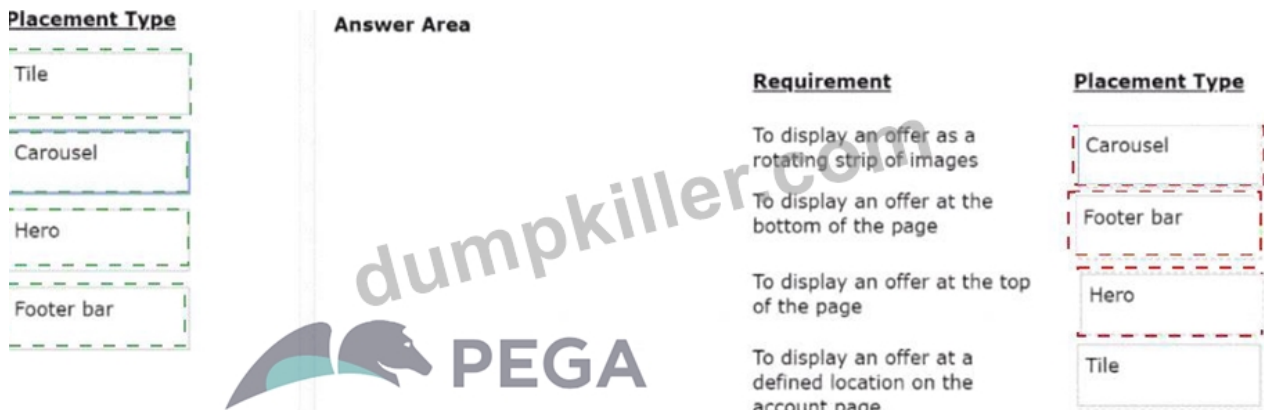
#### NEW QUESTION # 87

U+ Bank has decided to use the Pega Customer Decision Hub, M to recommend more relevant banner ads to its customers when they visit the personal portal. Select each placement type on the left and drag it to the correct requirement on the right.

| Placement Type                          | Requirement                                                   | Placement Type       |
|-----------------------------------------|---------------------------------------------------------------|----------------------|
| <input type="text" value="Tile"/>       | To display an offer as a rotating strip of images             | <input type="text"/> |
| <input type="text" value="Carousel"/>   | To display an offer at the bottom of the page                 | <input type="text"/> |
| <input type="text" value="Hero"/>       | To display an offer at the top of the page                    | <input type="text"/> |
| <input type="text" value="Footer bar"/> | To display an offer at a defined location on the account page | <input type="text"/> |

**Answer:**

Explanation:



Explanation:

A screenshot of a computer screen AI-generated content may be incorrect.

## NEW QUESTION # 88

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