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## Real Pegasystems PEGACPDC25V1 Exam | PEGACPDC25V1 Paper

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## Pegasystems PEGACPDC25V1 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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>Customer Engagement Optimization: Addresses change management, revision management, GenAI brand voice, and action update processes.</li> </ul>

## Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q104-Q109):

### NEW QUESTION # 104

U+ Bank, a retail bank, has recently implemented 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**

### NEW QUESTION # 105

U+ Bank implemented a customer journey for its customers. The journey consists of five stages. The bank observes that as customers progress through the journey, one customer entered the third stage of the journey, and then received an offer that is not included in any journey.

Which statement explains the cause of this behavior?

- A. The customer always receives the most relevant action, even if an action is not a part of any journey.
- B. The customer was not eligible for the last stage of the journey and the system presented an offer outside the journey.
- C. The bank implemented upweighting for the third stage.
- D. The customer can be involved in only one active journey at a given moment.

**Answer: A**

Explanation:

Pega Customer Decision Hub always selects and prioritizes the most relevant and valuable action for each customer at any given moment, regardless of whether the action is part of a journey or not. A journey is a way to group and organize actions that are related to a common business objective or customer need, but it does not override the Next-Best-Action strategy that determines the best action for each customer. Therefore, if a customer receives an offer that is not included in any journey, it means that the offer is more suitable and beneficial for the customer than any other offer in the journey. Verified Reference: Pega Decisioning Consultant | Pega Academy

### NEW QUESTION # 106

MyCo, a mobile company, uses Pega Customer Decision Hub to display offers to customers on its website. The company wants to present more relevant offers to customers based on customer behavior. The following diagram is the action hierarchy in the Next-Best-Action Designer.

The company wants to present offers from both the groups and arbitrate across the two groups to select the best offer based on customer behavior.

The company wants to present offers from both the groups and arbitrate across the two groups to select the best offer based on customer behavior.

As a decisioning architect, what do you configure to select the best offer from both groups based on customer behavior?

- A. Create a prioritization decision strategy at the Group-level.
- B. Create an adaptive model rule at the Issue-level.
- C. Enable a business value in the prioritization formula.
- D. Ensure that the propensity is enabled in Arbitration tab.

**Answer: D**

Explanation:

To select the best offer from both groups based on customer behavior, you need to ensure that the propensity is enabled in Arbitration tab. Propensity is a measure of how likely a customer is to accept an offer, based on their past behavior and profile. By enabling propensity in Arbitration tab, you can compare the propensities of different offers across groups and select the one with the highest propensity as the next best action. Verified Reference: Pega Academy - Decisioning Consultant - Arbitrating actions

### NEW QUESTION # 107

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

**Answer: A**

### NEW QUESTION # 108

U+ Bank implemented multiple customer journeys for its customers. The goal of the bank is to present the most relevant action for the customer to increase the chance of a positive outcome. U+ Bank is sure that customers see the next best action, regardless of the current journey that they are in.

Which statement is true about customer journeys in Pega Customer Decision Hub?

- A. Actions outside a customer journey are upweighted to ensure that the system also takes them into consideration.
- B. Active customer journeys become inactive when Pega AI detects a better action outside the journey.
- C. Customers are placed in all available customer journeys from the start to ensure that the system takes all actions into consideration.
- D. Customers can participate in multiple customer journeys simultaneously.

**Answer: D**

### NEW QUESTION # 109

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