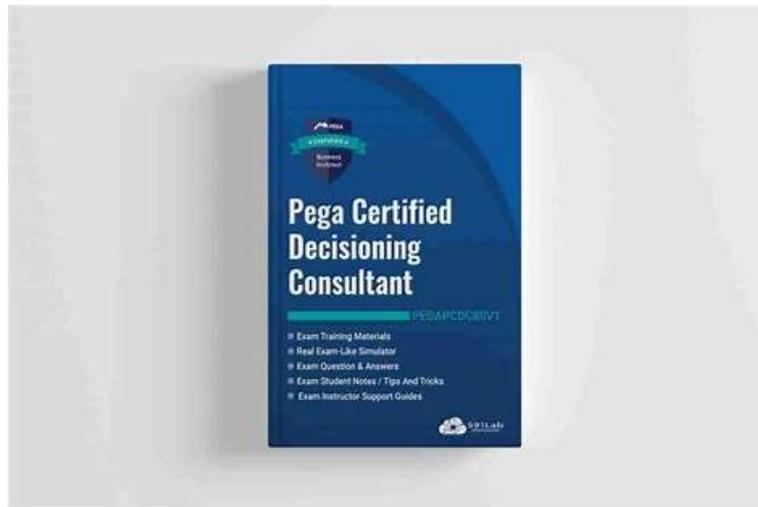


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Pegasystems PEGACPDC25V1 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Customer Engagement Optimization: Addresses change management, revision management, GenAI brand voice, and action update processes.
Topic 2	<ul style="list-style-type: none"> Decision strategies: Focuses on building decision strategies with business logic to power the decisioning engine.
Topic 3	<ul style="list-style-type: none"> Engagement policies: Addresses creating engagement policies, strategies, and customer journeys that govern contact timing and frequency.
Topic 4	<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 5	<ul style="list-style-type: none"> AI and Arbitration: Explores AI-powered action arbitration, prioritization, and using business levers for action selection.
Topic 6	<ul style="list-style-type: none"> Channels: Covers implementing real-time containers, offer emails, and third-party integrations for multi-channel delivery.
Topic 7	<ul style="list-style-type: none"> Actions and treatments: Focuses on defining and managing customer actions for web and outbound channels.

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Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q75-Q80):

NEW QUESTION # 75

MyCo, a telecom company, wants to Include offer-related images in the emails that they send to their qualified customers. As a decisioning architect, what best practice do you follow to include images in emails?

- A. Directly embed images in the email.
- B. Attach images to the email.
- C. Provide links to images In the email.
- **D. Host images on an external server.**

Answer: D

NEW QUESTION # 76

MyCo, a telecom company, recently introduced a new mobile handset offer, MyFone 14 Pro, for its premium customers. As the bank has financial targets to meet, the business decides to boost the MyFone 14 Pro offer.

As a decisioning architect, how can you ensure that the MyFone 14 Pro offer is prioritized over other offers?

- **A. Increase the business weight of the MyFone 14 Pro offer.**
- B. Increase the business value of the MyFone 14 Pro offer.
- C. Increase the context weight of the MyFone 14 Pro offer.
- D. Increase the starting propensity of the MyFone 14 Pro offer.

Answer: A

Explanation:

The business weight is a parameter that allows you to manually adjust the priority of an offer based on your business objectives and preferences. The business weight is multiplied by the business value and the propensity to calculate the final priority score of an offer. A higher business weight means a higher priority score, making the offer more likely to be selected and presented to the customer. Therefore, if you want to boost an offer, you can increase its business weight. Verified References: Pega Decisioning Consultant | Pega Academy

NEW QUESTION # 77

You are a decisioning architect responsible for configuring offer prioritization for home loan offers based on the business requirements. Select each prioritization factor on the left and drag it to the correct condition on the right.

Answer:

Explanation:

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

NEW QUESTION # 78

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

Answer: D

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 References: Pega Decisioning Consultant | Pega Academy

NEW QUESTION # 79

U+- Bank uses Pega Customer Decision Hub" for their one-to-one customer engagement. The bank now wants to change its offer prioritization to consider both business objectives and customer needs.

Which two factors do you configure in the Next-Best-Action Designer to implement this change? (Choose Two)

- A. Engagement policies
- **B. Business levers**
- **C. Context weighting**
- D. Contact policies

Answer: B,C

NEW QUESTION # 80

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