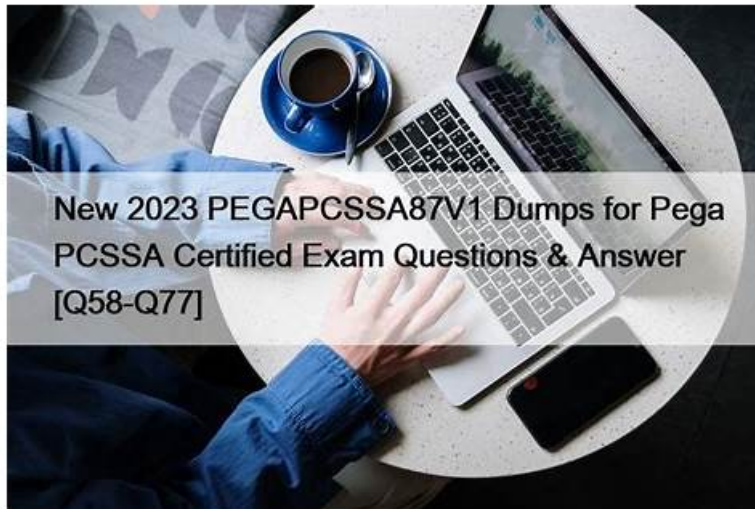


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Pegasystems PEGACPDC25V1 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Next-Best-Action concepts: Covers one-to-one engagement fundamentals, contact center optimization, always-on outbound strategies, and next-best-action optimization.
Topic 2	<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 3	<ul style="list-style-type: none">• Actions and treatments: Focuses on defining and managing customer actions for web and outbound channels.
Topic 4	<ul style="list-style-type: none">• Channels: Covers implementing real-time containers, offer emails, and third-party integrations for multi-channel delivery.

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Preparing Pegasystems PEGACPDC25V1 Exam is Easy with Our High-quality New PEGACPDC25V1 Braindumps Pdf: Certified Pega Decisioning Consultant 25

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Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q106-Q111):

NEW QUESTION # 106

You are the decisioning architect on an AI-powered one-to-one customer engagement implementation project.

You are asked to design the next-best-action prioritization expression that balances the customer needs with the business objectives.

What factor do you consider in the prioritization expression?

- A. Customer contact policy
- B. Offer relevancy
- **C. Predicted customer behavior**
- D. Offer eligibility

Answer: C

Explanation:

The prioritization expression is a formula that calculates the priority score of each offer for each customer, based on various factors that reflect the customer needs and the business objectives. One of the most important factors is the predicted customer behavior, which is measured by the propensity. The propensity is a value that indicates 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. The higher the propensity, the higher the priority score, making the offer more relevant and valuable for the customer.

Verified References: [Pega Decisioning Consultant | Pega Academy]

NEW QUESTION # 107

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

Answer: C

NEW QUESTION # 108

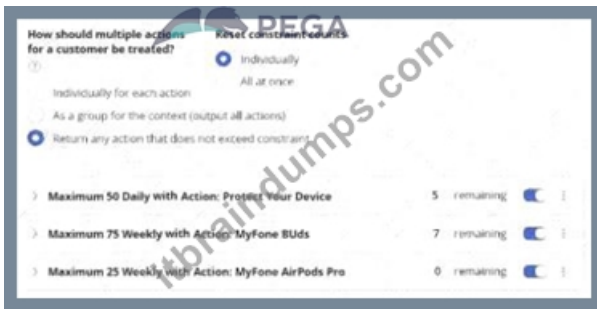
In the following figure, a volume constraint uses the Return any action that does not exceed constraint mode with the three following action type constraints that have remaining limits:

1. Maximum 50 Daily with Action: Protect Your Device, 5 remaining

2. Maximum 75 Daily with Action: MyFone Buds, 7 remaining

3. Maximum 25 Daily with Action: MyFone AirPods Pro, 0 remaining

A customer, CUST-01, qualifies for all the three actions. Given this scenario, how many actions does the system select for CUST-01 in the outbound run?



- A. 0
- B. 1
- C. 2
- D. 3

Answer: A

NEW QUESTION # 109

U+ Bank, a retail bank, is currently presenting a cashback offer on its website.

Currently, only the customers who satisfy the following engagement policy conditions receive the cashback offer:

While continuing cross-selling on the web, the bank now wants to present the cashback offer through a new channel, SMS. The

bank also wants to update the suitability condition by lowering the threshold of the debt- to-income ratio from 48 to 45.

As a business user, what are the two tasks that you define to update the cashback offer? (Choose Two)

- A. Add a new treatment.
- B. Edit the engagement policy.
- C. Remove existing treatment.
- D. Edit an existing treatment.
- E. Edit the action details.

Answer: B,E

Explanation:

To update the cashback offer, you need to edit the engagement policy and the action details. Editing the engagement policy allows you to add a new channel (SMS) and update the suitability condition (lowering the debt-to-income ratio). Editing the action details allows you to specify the treatment for each channel (web and SMS). Verified References: [Pega Decisioning Consultant | Pega Academy]

NEW QUESTION # 110

A mortgage company defines a new suppression policy to limit promotional emails for home loan offers. The policy is complete, but it must be applied to all to home loan actions. The implementation team must associate this policy with the appropriate business structure.

Where should the team associate the contact policy to apply it to home loan promotions?

- A. The Designer settings to modify global suppression rules for home loan action group.
- B. The Engagement policy tab to apply the policy to home loan action group.
- C. The Contact policy configuration to update outcome tracking preferences only.
- D. The Constraints tab to edit customer contact limits for email channels.

Answer: B

NEW QUESTION # 111

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