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Pegasystems PEGACPDC25V1 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Engagement policies: Addresses creating engagement policies, strategies, and customer journeys that govern contact timing and frequency.
Topic 2	<ul style="list-style-type: none">Customer Engagement Optimization: Addresses change management, revision management, GenAI brand voice, and action update processes.

Topic 3	<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 4	<ul style="list-style-type: none"> Decision strategies: Focuses on building decision strategies with business logic to power the decisioning engine.
Topic 5	<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 6	<ul style="list-style-type: none"> Actions and treatments: Focuses on defining and managing customer actions for web and outbound channels.
Topic 7	<ul style="list-style-type: none"> AI and Arbitration: Explores AI-powered action arbitration, prioritization, and using business levers for action selection.

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

NEW QUESTION # 75

You are a decisioning architect on a next-best-action project and are responsible for designing and implementing decision strategies. Select each component on the left and drag it to the correct requirement on the right.

Component

Group By

Set Property

Scorecard


PEGA

Requirement

Determine target budget to retain a customer

Compute sum of profit

Determine customer credit score

Component

Answer:

Explanation:

Component

Group By

Set Property

Scorecard

Answer Area

Requirement

Determine target budget to retain a customer

Requirement

Compute sum of profit

Requirement

Determine customer credit score

Component

Set Property

Group By

Scorecard

Explanation:

Group By
Set Property
Scorecard



NEW QUESTION # 76

U+ Bank decides to introduce a credit cards group by leveraging the Next-Best-Action capability of Pega Customer Decision Hub. The bank wants to present the credit card offers through inbound and outbound channels based on the following criteria:

1. Customers must be above the age of 18 to qualify for credit card offers.
2. The site offers credit cards only if customers do not explicitly opt-out of any direct marketing for credit cards.
3. The Platinum Card, one of the credit card offers, is suitable for customers with debt-to-income ratio < 45. As a decisioning architect, how do you implement this requirement? In the Answer Area, select the correct engagement policy for each criterion.

Answer:

Explanation:

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

NEW QUESTION # 77

The U+ Bank marketing department wants to leverage the next-best-action capability of Pega Customer Decision Hub on its website to promote new offers to each customer.

Place the events in the sequential order.

Answer:

Explanation:

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

NEW QUESTION # 78

Regional Bank has a fully implemented 1:1 customer engagement solution that is in the business-as-usual phase. A business user from this bank identifies the need for a new promotional offer for customers who regularly use mobile banking services. The user has detailed requirements including eligibility criteria, treatment messaging, and implementation timeline.

Which process should the business user follow to implement the new action?

- A. Use the bulk import functionality to upload the action configuration from a spreadsheet
- B. Contact the IT department to develop the action artifacts outside the standard workflow

- C. Access the Customer Decision Hub portal directly and create the action on the Action landing page
- D. Create a change request specifying action details, which will then be processed by NBA specialists

Answer: D

NEW QUESTION # 79

MyCo, a telecom company, notices that when customers call to check on bill status, 80% of the time, they received the wrong offer promotion, leading to customer dissatisfaction. The company decides to boost customers' needs in the prioritization formula, to Improve sales in the current quarter.

Which arbitration factor do you configure to implement the requirement?

- A. Propensity
- B. Business weighting
- C. Context weighting
- D. Business value

Answer: C

NEW QUESTION # 80

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