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

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Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q23-Q28):

NEW QUESTION # 23

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

Answer: C

NEW QUESTION # 24

U+ BankT a retail bank, uses Pega Customer Decision Hub to manage various business changes throughout their operations The bank's team members need to understand which change request type to use tor different business scenarios they encounter Select each change request type on the left, and drag it to the matching scenario descriptions on the right:

Change Request Type	Scenario	Change Request Type
Create New Action	The bank needs to launch a completely new mortgage product offer targeting first-time homebuyers	
Update Existing Action	Regulatory changes require modifications to an existing credit card engagement policy.	
Request Type Other	The fraud detection scorecard needs urgent updates due to emerging threats.	
Fast-track Change Request	Complex changes are needed to the arbitration rules and engagement strategies.	

Answer:

Explanation:

Change Request Type	Answer Area	Change Request Type
Create New Action	Scenario The bank needs to launch a completely new mortgage product offer targeting first-time homebuyers Regulatory changes require modifications to an existing credit card engagement policy. The fraud detection scorecard needs urgent updates due to emerging threats. Complex changes are needed to the arbitration rules and engagement strategies.	Create New Action
Update Existing Action		Update Existing Action
Request Type Other		Fast-track Change Request
Fast-track Change Request		Request Type Other

Explanation:

Create New Action
Update Existing Action
Request Type Other
Fast-track Change Request

Scenario

The bank needs to launch a completely new mortgage product offer targeting first-time homebuyers.

Regulatory changes require modifications to an existing credit card engagement policy.

The fraud detection scorecard needs urgent updates due to emerging threats.

Complex changes are needed to the arbitration rules and engagement strategies.

Change Request Type

Create New Action

Update Existing Action

Fast-track Change Request

Request Type Other

NEW QUESTION # 25

In the Impact Analyzer tool, what does it mean when the overall health indicator of the next best action has a red highlight?

- A. The next best action needs further optimization.
- B. The next best action is performing exceptionally well.
- C. The tool is not functioning properly.
- D. The experiment has insufficient data.

Answer: A

NEW QUESTION # 26

U+ Bank, a retail bank, has purchased 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 internal email treatment and use Customer Decision Hub to design the email.
- D. Create an external email treatment and use Customer Decision Hub to design the email.

Answer: B

Explanation:

To implement this requirement, you need to create an external email treatment and use an external tool to design the email. An external email treatment is a type of treatment that allows you to use a third-party email service provider to send emails to your customers. You can configure the external email treatment with the name of the provider, the authentication details, and the template ID that corresponds to the email content that you design using an external tool. This way, you can leverage your existing tools and processes for sending emails, while still using Customer Decision Hub to select the best actions and treatments for your customers. Verified References: Pega Academy - Decisioning Consultant - Creating external treatments

NEW QUESTION # 27

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 # 28

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