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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"> Engagement policies: Addresses creating engagement policies, strategies, and customer journeys that govern contact timing and frequency.
Topic 3	<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 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"> Customer Engagement Optimization: Addresses change management, revision management, GenAI brand voice, and action update processes.
Topic 6	<ul style="list-style-type: none"> Actions and treatments: Focuses on defining and managing customer actions for web and outbound channels.

Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q46-Q51):

NEW QUESTION # 46

1yCo, a telecom company, wants to start promoting data plan offers through SMS to qualified customers. The marketing team needs to ensure that the outbound run always uses the latest customer information.

What do you configure to implement this requirement?

- A. Select the Refresh the audience checkbox.
- B. Run the starting population segment daily.
- C. Trigger an external Extract-Transform-Load (ETL) process.
- D. Select a different audience sample with a similar profile.

Answer: A

Explanation:

To implement this requirement, you need to select the Refresh the audience checkbox in the outbound run configuration. This option allows you to refresh the audience data before each run by executing a data flow that reads from your customer data source and updates your customer data set. This way, you can ensure that the outbound run always uses the latest customer information available in your system. Verified References: Pega Academy - Decisioning Consultant - Configuring outbound runs

NEW QUESTION # 47

U+ Bank follows all engagement policy best practices to present credit card offers on their website. The bank has introduced a new credit card offer, the Rewards card. Anna, an existing customer, currently holds a higher value card, Premier Rewards, and does not see the new Rewards card offer.

What condition possibly prevents Anna from seeing the new Rewards card offer?

- A. Applicability
- B. Suppression rules
- C. Eligibility
- D. Suitability

Answer: B

Explanation:

Suppression rules are used to prevent customers from seeing offers that are not relevant or appropriate for them. For example, if a customer already has a higher value card, they should not see a lower value card offer.

Therefore, suppression rules are the most likely condition that prevents Anna from seeing the new Rewards card offer. Verified

NEW QUESTION # 48

Pega Customer Decision Hub enables organizations to make Next-Best decisions. To which type of a decision is Next-Best-Action applied?

- A. Predicting the time of a machine failure
- B. Determining if a borrower gets a loan
- C. Optimizing supply chain management
- D. Determining how to optimize inventories

Answer: B

Explanation:

Next-Best-Action is a type of decision that involves selecting and prioritizing the most appropriate proposition for each customer at any given moment. Next-Best-Action can be applied to decisions that require customer-centricity, personalization, and contextualization. Determining if a borrower gets a loan is an example of such a decision, as it depends on the customer's attributes, behaviors, preferences, and needs. The other options are examples of decisions that are not related to customer interactions, but rather to operational or analytical processes. Verified References: [Pega Decisioning Consultant | Pega Academy]

NEW QUESTION # 49

U+ Bank wants to send promotional emails related to credit card offers to their qualified customers. The business intends to use the same action flow template with the desired flow pattern for all the credit card actions.

What do you configure to implement this requirement?

- A. Output template
- B. File template
- C. Email treatment
- D. Dynamic template

Answer: D

Explanation:

To implement this requirement, you need to configure a dynamic template in Customer Decision Hub. A dynamic template is a type of template that allows you to define a common action flow pattern for a group of actions that share similar characteristics, such as channel, issue, or group. You can specify which properties and components are required for each action in the group, and how they are mapped to the action flow template. This way, you can reuse the same action flow template for all the credit card actions, while still allowing some variations in their content and configuration. Verified References: Pega Academy - Decisioning Consultant - Creating dynamic templates

NEW QUESTION # 50

U+ Bank has recently defined two contact policies:

1. Suppress a group of credit card offers for 30 days if any credit card offer is rejected three times in any channel in the past 15 days.
2. Suppress the Reward card offer, part of the credit card group, for 7 days if it is rejected twice in any channel in the last 7 days.

Paul, an existing U+ Bank customer, no longer sees the Reward card offer. What is the reason that Paul cannot see the offer?

- A. Paul rejected the Reward card offer once in contact center.
- B. Paul rejected other credit card offers twice on the web channel and once in contact center.
- C. Paul rejected other credit card offers once on the web channel and once in the contact center.
- D. Paul rejected the Reward card offer once on the web channel.

Answer: B

Explanation:

Paul cannot see the Reward card offer because he rejected other credit card offers twice on the web channel and once in contact center in the past 15 days. This triggers the first contact policy that suppresses a group of credit card offers for 30 days if any credit card offer is rejected three times in any channel in the past 15 days.

The Reward card offer is part of the credit card group, so it is suppressed for Paul for 30 days. The second contact policy that suppresses the Reward card offer for 7 days if it is rejected twice in any channel in the last 7 days does not apply because Paul did not reject the Reward card offer twice in any channel in the last 7 days. Verified References: [Certified Pega Decisioning Consultant | Pega Academy], Suppression policies system Following is the description of the image that was sent with question no:5:

- * This is a screenshot of a table with four columns and two rows.
- * The table has a header row with white text on a blue background.
- * The header row reads "Constraint name", "Constraint mode", "Constraint value", and "Channel".
- * The second row has black text on a white background.
- * The second row reads "Standard card", "Return any action that does not exceed", "100", and "Daily".
- * The table has a gray border and a light blue background.

NEW QUESTION # 51

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