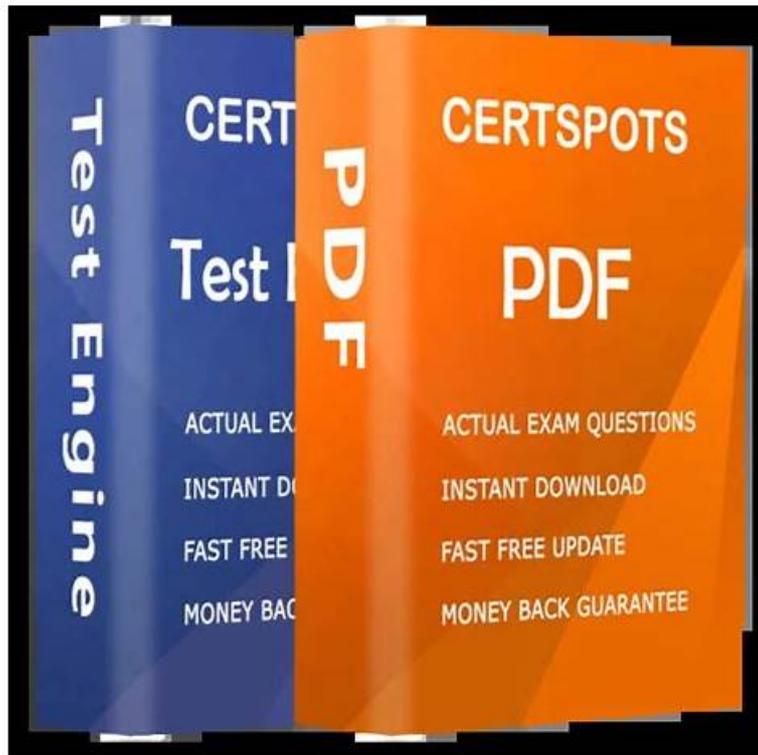


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## Pegasystems PEGACPDC25V1 Exam Syllabus Topics:

Topic	Details

Topic 1	<ul style="list-style-type: none"> <li>• Next-Best-Action concepts: Covers one-to-one engagement fundamentals, contact center optimization, always-on outbound strategies, and next-best-action optimization.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>• Engagement policies: Addresses creating engagement policies, strategies, and customer journeys that govern contact timing and frequency.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• Channels: Covers implementing real-time containers, offer emails, and third-party integrations for multi-channel delivery.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• Decision strategies: Focuses on building decision strategies with business logic to power the decisioning engine.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• AI and Arbitration: Explores AI-powered action arbitration, prioritization, and using business levers for action selection.</li> </ul>
Topic 6	<ul style="list-style-type: none"> <li>• Customer Engagement Optimization: Addresses change management, revision management, GenAI brand voice, and action update processes.</li> </ul>

## Pegasystems Certified Pega Decisioning Consultant 25 Sample Questions (Q79-Q84):

### NEW QUESTION # 79

As a decisioning architect, you are setting up the action hierarchy for MyCo. Select the correct action hierarchy level for each of the hierarchy items identified.

□

**Answer:**

Explanation:

□

### NEW QUESTION # 80

U+ Bank has recently implemented Pega Customer Decision Hub. As a first step, the bank went live with the contact center to improve customer engagement. Now, U+ Bank wants to extend its customer engagement through the web channel. As a decisioning architect, you have created the new set of actions, the corresponding treatments, and defined a new trigger in the Next-Best-Action Designer for the new web channel.

What else do you configure for the new treatments to be present in the next-best-action recommendations?

- A. Modify the Next-Best-Action Framework strategy to cater to the new web channel.
- B. Create a channel strategy specifically for web.
- C. Change the generated decision strategy.
- D. No need to do anything. The strategy is auto-generated.

**Answer: D**

Explanation:

When you create a new trigger in the Next-Best-Action Designer, Pega Customer Decision Hub automatically generates a decision strategy for that trigger and channel. You do not need to create or modify any strategies manually. Verified References: Pega Academy - Decisioning Consultant - Creating triggers

### NEW QUESTION # 81

Regional Bank experiences an unexpected system outage affecting online banking services across multiple locations. The bank needs to immediately inform all customers about the temporary service disruption and provide alternative banking options. The communication must reach every customer simultaneously and should not be repeated.

Which communication approach should the bank use to address this urgent customer notification requirement?

- A. Schedule a regular always-on outbound communication with engagement policies

- B. Create a one-time action to deliver Immediate batch communication to all customers
- C. Send individual personalized messages through the standard outbound schedules
- D. Configure a promotional campaign with targeted audience segmentation rules

**Answer: B**

#### NEW QUESTION # 82

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

**Answer: B**

#### NEW QUESTION # 83

U+ Bank presents various credit card offers to its customers on its website. The bank uses AI to prioritize the offers according to customer behavior. With the introduction of the Gold credit card offer, the offer click-through propensity decreased to 0.42. What does the decrease in the propensity value most likely indicate?

- A. Similar customers show interest in the offer.
- B. Similar customers ignore the offer.
- C. Similar customers purchase other offers.
- D. Similar customers do not qualify for the offer.

**Answer: B**

Explanation:

The propensity is a measure of 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. A low propensity value indicates that the offer is not relevant or attractive for the customer, and that similar customers have ignored or rejected the offer in the past.

Therefore, if the offer click-through propensity decreased to 0.42, it most likely indicates that similar customers ignore the offer.

Verified Reference: Pega Decisioning Consultant | Pega Academy

#### NEW QUESTION # 84

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