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Pegasystems PEGACPDC25V1 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Decision strategies: Focuses on building decision strategies with business logic to power the decisioning engine.
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">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">Customer Engagement Optimization: Addresses change management, revision management, GenAI brand voice, and action update processes.
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.

Key PEGACPDC25V1 Concepts, Reliable PEGACPDC25V1 Dumps Pdf

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

NEW QUESTION # 75

U+ Bank implemented a customer journey for its customers. The journey consists of five stages. The bank observes that as customers progress through the journey, one customer entered the third stage of the journey, and then received an offer that is not included in any journey.

Which statement explains the cause of this behavior?

- A. The customer always receives the most relevant action, even if an action is not a part of any journey.
- B. The bank implemented upweighting for the third stage.
- C. The customer was not eligible for the last stage of the journey and the system presented an offer outside the journey.
- D. The customer can be involved in only one active journey at a given moment.

Answer: A

Explanation:

Pega Customer Decision Hub always selects and prioritizes the most relevant and valuable action for each customer at any given moment, regardless of whether the action is part of a journey or not. A journey is a way to group and organize actions that are related to a common business objective or customer need, but it does not override the Next-Best-Action strategy that determines the best action for each customer. Therefore, if a customer receives an offer that is not included in any journey, it means that the offer is more suitable and beneficial for the customer than any other offer in the journey. Verified References: Pega Decisioning Consultant | Pega Academy

NEW QUESTION # 76

U+ Bank, a retail bank, has recently implemented 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 Customer Decision Hub 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 an external tool to design the email.

Answer: D

NEW QUESTION # 77

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

Answer: A

NEW QUESTION # 78

U+ Bank, a retail bank, uses the business operations environment to perform its business changes. The bank completes these changes by using revision management features of Pega Customer Decision Hub and 1:1 Operations Manager. Customers see credit card offers based on various engagement policies on the U+ Bank website. The bank wants to update the underlying decision strategy of an engagement policy condition. According to best practices, which statement correctly describes the implementation of the change to fulfill this business requirement?

- A. A next-best-action designer modifies the decision strategy in Customer Decision Hub.
- B. A next-best-action designer modifies the decision strategy in 1:1 Operations Manager.
- C. A next-best-action specialist modifies the decision strategy in 1:1 Operations Manager.
- D. A next-best-action specialist modifies the decision strategy in Customer Decision Hub.

Answer: A

Explanation:

According to the best practice, a next-best-action designer should modify the decision strategy in Customer Decision Hub, because the decision strategy is part of the next-best-action framework that defines how to select and prioritize propositions for each customer. The 1:1 Operations Manager portal is used to manage the engagement policies and propositions, not the decision strategies. Verified References: Pega Decisioning Consultant | Pega Academy

NEW QUESTION # 79

MyCo, a telecom company, wants to use Pega Customer Decision Hub to send the MyFone Pro offer through email to qualified customers. In preparation, the marketing team created an action, a treatment, and an action flow. As a decisioning architect, you verify the settings in the Channel tab of Next-Best-Action Designer to enable email communication.

To implement this requirement, the completion of which two tasks do you verify in the Channel tab of Next- Best-Action Designer? (Choose Two)

- A. Enable the email channel.
- B. Configure the starting population to run an outbound schedule.
- C. Add contact policy rules.
- D. Map a real-time container to a business structure level.

Answer: A,B

NEW QUESTION # 80

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