

# DUMPS ARENA

**Pega Certified Decisioning Consultant (PCDC)  
version 8.5**

**Pegasystems PEGAPCDC85V1**

**Version Demo**

**Total Demo Questions: 10**

**Total Premium Questions: 60**

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**QUESTION NO: 1 - (HOTSPOT)**

HOTSPOT

Myco, a telecom company, has come up with a new data plan group to suit its customers' needs. The below table lists the three data plan actions and the criteria a customer should satisfy to qualify for the offer.

Data Plans	Criterion 1	Criterion 2	Criterion 3
1 GB plan	Owens a smart mobile	Under graduation student	New customer
3 GB plan	Owens a smart mobile	Under graduation student	Existing customer
5 GB plan	Owens a smart mobile	Post graduation student	Existing customer

How do you configure the engagement policies to implement this requirement?

**Answer Area**

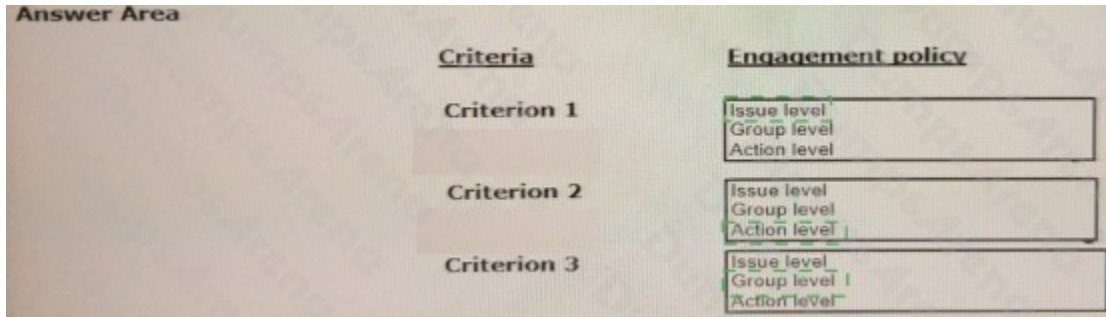
Criteria	Engagement policy
Criterion 1	<input type="checkbox"/> Issue level <input type="checkbox"/> Group level <input type="checkbox"/> Action level
Criterion 2	<input type="checkbox"/> Issue level <input type="checkbox"/> Group level <input type="checkbox"/> Action level
Criterion 3	<input type="checkbox"/> Issue level <input type="checkbox"/> Group level <input type="checkbox"/> Action level

**ANSWER:**

**Answer Area**

Criteria	Engagement policy
Criterion 1	<input checked="" type="checkbox"/> Issue level <input type="checkbox"/> Group level <input type="checkbox"/> Action level
Criterion 2	<input checked="" type="checkbox"/> Issue level <input checked="" type="checkbox"/> Group level <input type="checkbox"/> Action level
Criterion 3	<input checked="" type="checkbox"/> Issue level <input checked="" type="checkbox"/> Group level <input type="checkbox"/> Action level

**Explanation:**

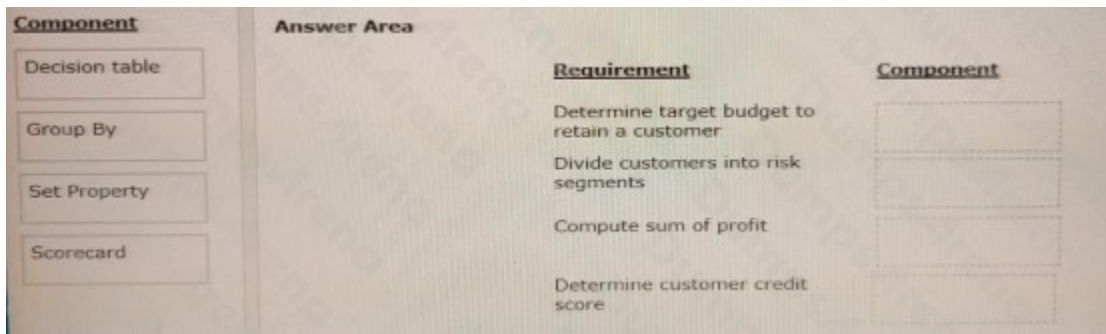


**QUESTION NO: 2 - (DRAG DROP)**

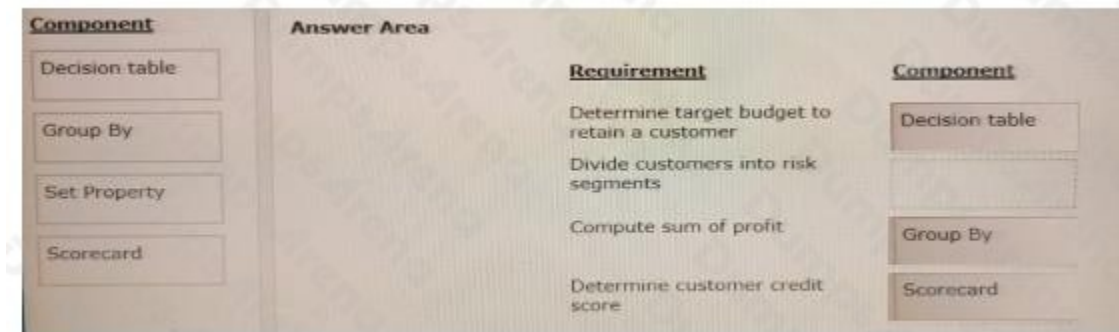
DRAG DROP

You are a strategy designer 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.



**ANSWER:**



Explanation:

Component	Answer Area	Requirement	Component
Decision table		Determine target budget to retain a customer	Decision table
Group By		Divide customers into risk segments	Group By
Set Property		Compute sum of profit	Scorecard
Scorecard		Determine customer credit score	

:

Compute SUM of PROFIT = Group BY

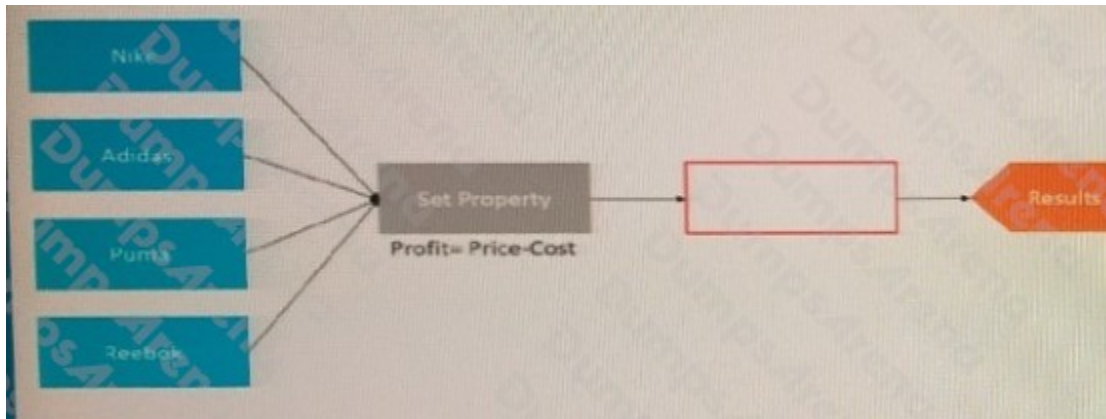
Determine target budget to retain a customer = Set Property

Determine customer credit score = Scorecard

Divide customers into risk segment = Decision Table

**QUESTION NO: 3**

The following decision strategy outputs the most profitable shoe a retailer can sell. The profit is the selling Price of the shoe, minus the Cost to acquire the shoe.



The details of the shoes are provided in the following table:

Action	Price	Cost	Profit
Nike	\$69	\$59	\$10
Adidas	\$65	\$45	\$20
Puma	\$85	\$65	\$20
Reebok	\$75	\$50	\$25

According to the decision strategy, what is the output of component in the blank space highlighted in red?

A. Nike, Adidas, Puma, Reebok

- B. Reebok, Puma, Adidas, Nike
- C. Reebok
- D. Nike

**ANSWER: C**

#### QUESTION NO: 4

U+ Bank, a retail bank, wants to begin promoting credit card offers via email to qualified customers. The business would like to ensure that the outbound run always uses the latest customer information.

What do you configure to implement this requirement?

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

**ANSWER: C**

#### QUESTION NO: 5

When a customer is offered an action that they already accepted, this is because\_\_\_\_\_.

- A. the strategy is not customized to exclude previously accepted offers
- B. there are no suppression rules defined
- C. the actions are filtered based on eligibility
- D. the customer intent was captured incorrectly

**ANSWER: D**

#### QUESTION NO: 6

As a decisioning consultant, you advise the board on the business issues for which they must use the Next-Best-Action strategy.

Which three business issues do you recommend? (Choose Three)

- A. Collections
- B. Service
- C. Retention
- D. Resource Planning
- E. Accounting

**ANSWER: A C E**

#### **QUESTION NO: 7**

U+ Bank has recently started using Pega Customer Decision Hub™ to display the first credit card offer, the Standard card, to every customer who logs in to their website.

Which three tasks do you need to perform to implement this requirement? (Choose Three)

- A. Set up business structure to Sales/CreditCards
- B. Define customer engagement polices
- C. Create and configure the real-time container
- D. Create the action and its web treatment
- E. Define customer contact policies

**ANSWER: A C D**

#### **QUESTION NO: 8**

To calculate the total number of customer responses of four actions in a group, you must use \_\_\_\_\_.

- A. four Group By components
- B. one Group By component
- C. four Set Property components
- D. one Set Property component

**ANSWER: D**

**QUESTION NO: 9**

Using Pega Customer Decision Hub, a mobile company transitions from a one-to-many to a one-to-one marketing approach. The company is introducing a new data plan.

Which two channels can the company use to present the new data plan to a customer?

(Choose Two)

- A. Television
- B. Retail store
- C. Chatbot
- D. Billboard

**ANSWER: A C**

**QUESTION NO: 10**

U+ Bank, a retail bank, uses Pega Customer Decision Hub™ for their one-to-one customer engagement. The bank now wants to change its offer prioritization to consider both business objectives and customer needs.

Which two factors do you configure in the Next-Best-Action Designer to implement this change? (Choose Two)

- A. Business levers
- B. Engagement policies
- C. Context weighting
- D. Contact policies

**ANSWER: A B**