DUMPS ARENA

Certified Pega Decisioning Consultant (PCDC) 87V1

Pegasystems PEGAPCDC87V1

Version Demo

Total Demo Questions: 10

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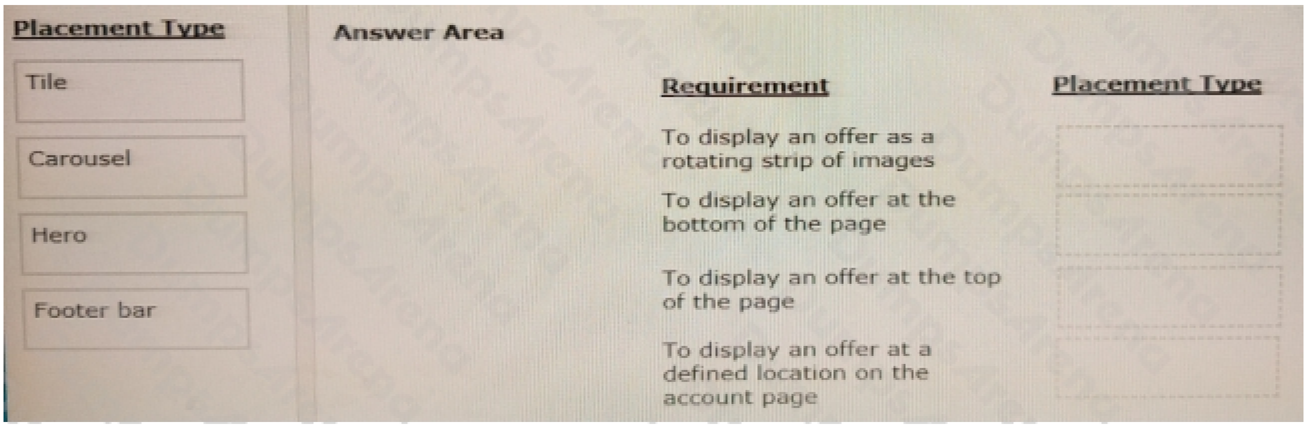
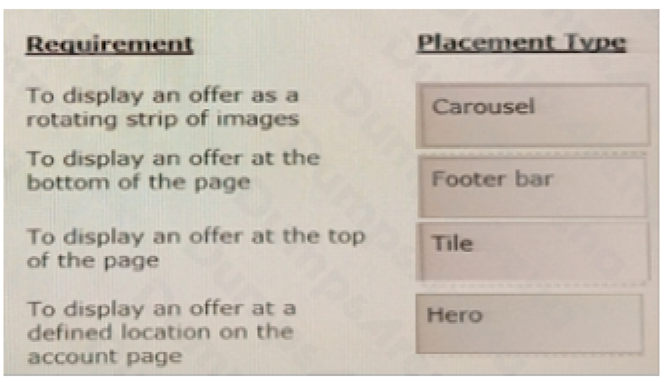
QUESTION NO: 1 - (DRAG DROP)

U+ Bank has decided to use the Pega Customer Decision Hub™ to recommend more relevant banner ads to its customers when they visit the personal portal.

Select each placement type on the left and drag it to the correct requirement on the right.



ANSWER:



QUESTION NO: 2

Reference module: Sending offer emails

U+ Bank currently uses Next-Best-Action Designer to manage 1:1 customer engagement in the web channel. The bank would like to promote the same offers in email. Which two additional configurations are needed in Next-Best-Action Designer to promote the offers in email? (Choose Two)

A. Ensure that the email channel is enabled

B. Configure the arbitration to boost prioritization of actions meant for email

C. Define the primary schedule

D. Create a separate issue and group business structure in the taxonomy that is specific to email actions

E. Setup real-time container triggers to communicate with the email server

ANSWER: A C

QUESTION NO: 3

U+ Bank has recently introduced a few mortgage offers that are presented to qualified customers on its website. The business now wants to prevent offer overexposure, as overexposure negatively impacts the customer experience.

Select the correct suppression rule for the requirement: If a customer is presented on the website with the same offer five times in the last 14 days, do not show the same offer to that customer for the next 10 days.

A. Suppress an action for 10 days if there are five impressions for any channel in the last 14 days

B. Suppress a group of actions for 10 days if there are five impressions for any channel in the last 10 days

C. Suppress an action for 10 days if there are five impressions for web channel in the last 14 days

D. Suppress an action for 14 days if there are five rejects for web channel in the last 10 days

ANSWER: C

QUESTION NO: 4

Reference module: Essentials of always-on outbound.

A U+ bank customer tries to initiate a fund transfer. Due to a slow internet connection, the transfer ends abruptly. The bank then sends an email with a link to continue the incomplete transaction. Which type of outbound interaction is this?

A. Priority communication

B. Security event

C. Scheduled update

D. Customer event

ANSWER: D

QUESTION NO: 5

Reference module: Next-Best-Action in an omnichannel environment

A bank uses Pega Customer Service in its contact center. When a call comes in, it is routed to a service representative. Once the service representative accepts the call, the Customer Decision Hub (CDH) determines the Next-Best-Action to be offered to the customer. What two pieces of information is used by the Customer Decision Hub to determine the Next-Best-Action recommendations? (Choose Two)

A. The previous customer's profile

B. Call context

C. Customer Profile

D. The service representative's profile

ANSWER: B C

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 B C

QUESTION NO: 7 - (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	Owns a smart mobile	Under graduation student	New customer
3 GB plan	Owns a smart mobile	Under graduation student	Existing customer
5 GB plan	Owns 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	Issue level Group level Action level
Criterion 2	Issue level Group level Action level
Criterion 3	Issue level Group level Action level

ANSWER:

Criteria	Engagement policy
Criterion 1	Issue level Group level Action level
Criterion 2	Issue level Group level Action level
Criterion 3	Issue level Group level Action level

QUESTION NO: 8

U+ Bank wants to offer credit cards only to low-risk customers. The customers are divided into various risk segments from Good to Very Poor. The risk segmentation rules that the business provides use the Average Balance and the customer Credit Score.

As a decisioning consultant, you decide to use a decision table and a decision strategy to accomplish this requirement in Pega Customer Decision Hub™.

	Credit Score	Credit Score	Average Balance	Result
	>=	<	>=	
If	400	600	30000	Good
else if	200	400	20000	Fair
else if	100	200	10000	Poor
else if	50	100	1000	Very Poor
Otherwise				Very Poor

Which property allows you to use the risk segment computed by the decision table in the decision strategy?

A. pxOutcome

B. pxResu/t

C. pxSegment

D. pxRiskSegment

ANSWER: C

QUESTION NO: 9

U+ Bank is currently running outbound communications for home loan offers and credit cards. They have added five new actions to the Credit Cards group. They would like to enable these actions in the email channel. What are the two minimum configurations that must be made? (Choose Two)

A. Configure each action to reference its own action flow

B. Configure each action with an email treatment

C. Configure each action to reference a single action flow

D. Configure one action with an email treatment.

E. Enable the email channel in Next-Best-Action->Channels

ANSWER: B C

QUESTION NO: 10

Myco, a telecom company, uses Pega Customer Decision Hub™ to present offers to qualified customers. The business recently decided to send offer messages through the email channel. The Design department has designed an email treatment which includes dynamic placeholders.

As a decisioning consultant, what do you use in order to test the visualization and the rendering of the email content, including replacing of the placeholders with customer information?

A. a list of customer email addresses from the Test Message tab

B. schedule an outbound run with a limited number of customers

C. preview section from the email content editor

D. a seed list from the Test Message tab

ANSWER: D