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Pega Certified Decisioning Consultant (PCDC) 80V1 2019

Pegasystems PEGAPCDC80V1 2019

Version Demo

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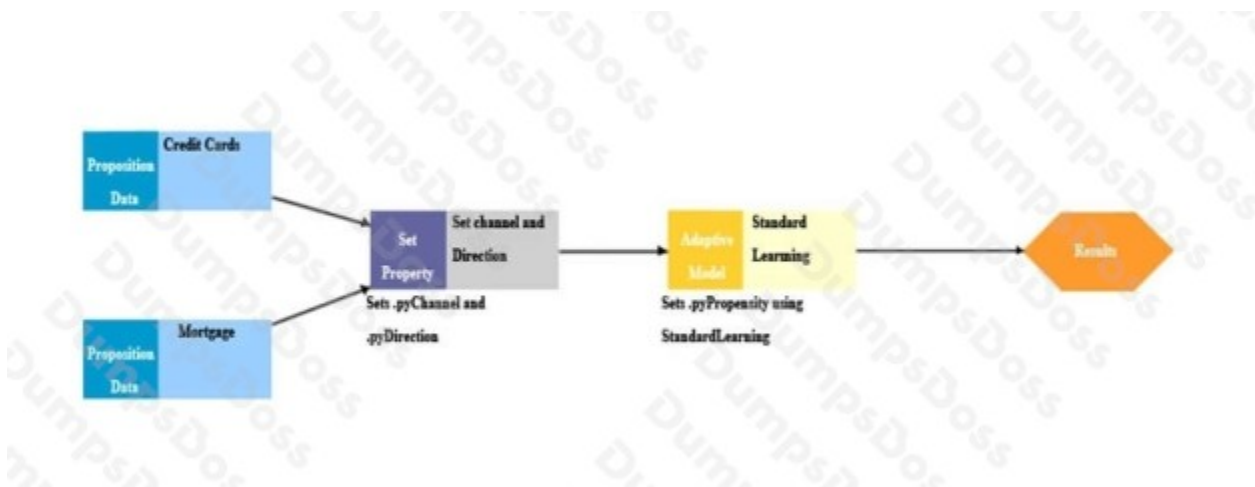
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QUESTION NO: 1

U+ Bank is using adaptive models to offer credit cards and mortgages on two inbound channels: website and contact center. The system architect created an adaptive model configuration, Standard Kerning, which you use in the following decision category:



U+ Bank goes live with 10 types of credit cards and five types of mortgages on their website and in five contact centers. What is the maximum number of adaptive models you can expect to see in the model overview report?

- A. 20
- B. 15
- C. 30
- D. 75

ANSWER: B

QUESTION NO: 2

In a strategy, the propositions are imported using a(n) _____.

- A. Data Import component
- B. Offer Data component
- C. Import Data component
- D. Proposition Data component

ANSWER: A

Explanation:

Reference: https://community.pega.com/sites/default/files/help_v719/rule-/rule-decision-/rule-decision-strategy/components/import.htm

QUESTION NO: 3

To calculate the average margin of four Propositions, you must use _____.

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

ANSWER: C

QUESTION NO: 4

U+ Bank has configured Next-Best-Action designer to display marketing offers to its customers on the U+ Bank website.

The bank would like to display different offers to different customers based on relevancy and eligibility defined by the business. The Strategy Designer has decided to use the "Offer targeting using audiences and AI" method to implement this requirement. Which three tasks need to be performed to implement this requirement? (Choose Three)

- A. Configure conditions for offer eligibility
- B. Configure an audience
- C. Configure an alternate strategy
- D. Configure a prioritization strategy
- E. Select a relevancy strategy

ANSWER: A B D

QUESTION NO: 5 - (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.

Select and Place:

Component

Filter

Group By

Set Property

Switch

Requirement

Add dynamic pricing

Define eligibility criteria

Compute sun of profit

Select a relevant proposition

Component

ANSWER:

Component

Filter

Group By

Set Property

Switch

Requirement

Add dynamic pricing

Define eligibility criteria

Compute sun of profit

Select a relevant proposition

Component

Set Property

Switch

Group By

Filter

Explanation:

QUESTION NO: 6

U+ Bank has launched a new credit card for all customers with a premium bank account. As a Strategy Designer, you need to create propositions that involve the full customer life cycle: marketing, sales, and service. Which two valid propositions do you create? (Choose Two)

- A. Credit card number
- B. Credit card status
- C. No annual fee
- D. Address change

ANSWER: B D

QUESTION NO: 7

In order to associate an Adaptive Model with each proposition, you need to _____.

- A. link all propositions with an Adaptive Model decision component
- B. create an Adaptive Model rule for each proposition
- C. capture the customer's response
- D. define the Adaptive Model instances in Adaptive Decision Manager

ANSWER: D

QUESTION NO: 8

MyCo, a telecom company, has introduced 1GB and 3GB data plans in one of their stores and on the website. MyCo decides to use adaptive models for both offers.

As a Strategy Designer, you are interested in how the models are performing in different channels. Which three tasks could you perform? (Choose Three)

- A. Check the performance of the 3GB data plan for the last month.
- B. Execute a simulation in Visual Business Designer and compare, in delta mode, the performance difference between the 1GB and 3GB data plans.
- C. Change the decision strategy because the performance in the web and store differs significantly.
- D. Identify the models that are performing well or poorly in the store channel.
- E. Examine the active and inactive predictors for the 1GB data plan model.

ANSWER: A B C

QUESTION NO: 9

U+ Bank purchased Pega Customer Decision Hub to enhance the customer experience in their branches. The new application they have built has a Next-Best-Action panel to guide the branch advisor.

When does the Next-Best-Action panel for the branch advisor need to be refreshed during the conversation with the customer?

- A. Every time new information about the customer is received
- B. Once, after the customer reason to visit the branch is captured in the system
- C. Every second to ensure timely recommendations
- D. First time, after looking up the customer in the system to ensure consistency during the visit

ANSWER: D