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

Pegasystems PEGAPCDC85V1

Version Demo

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QUESTION NO: 1

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: 2

U+ Bank, a retail bank, wants to include offer related images in the emails that they send to their qualified customers. As a decisioning consultant, what best practice must you follow to include images in the emails?

- A. Provide links to images in the email
- B. Host images on an external server
- C. Embed images in the email directly
- D. Attach images to the email

ANSWER: A

QUESTION NO: 3

To access a property from an unconnected component, you use the_____.

- A. dot-property value directly
- B. property value
- C. component-dot-property construct

D. customer-dot-property construct

ANSWER: C

QUESTION NO: 4

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

Using the decision table, which label is returned for a customer with a credit score of 240 and an average balance 35000?

- A. Fair
- B. Good
- C. Very Poor
- D. Poor

ANSWER: C

QUESTION NO: 5

In Pega Customer Decision Hub™, the characteristics of an action are defined by using

- A. properties
- B. logos
- C. plain text

D. banners

ANSWER: A

QUESTION NO: 6

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: 7 - (DRAG DROP)

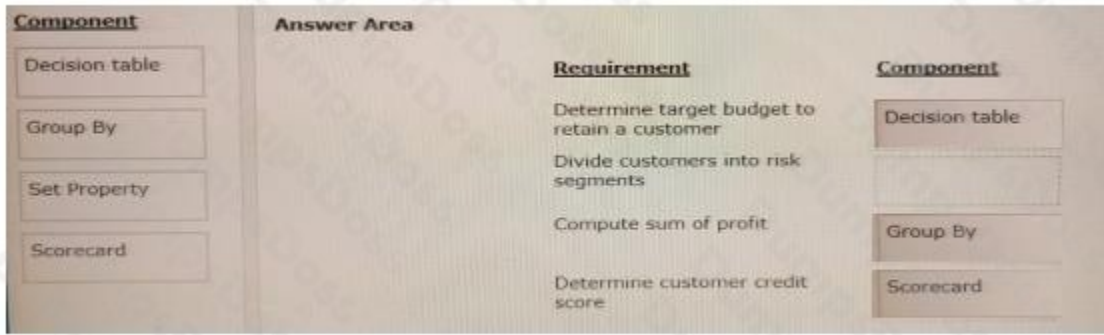
DRAG DROP

You are a strategy designer on a next-best-action project and are responsible for designing and implementing decision strategies.

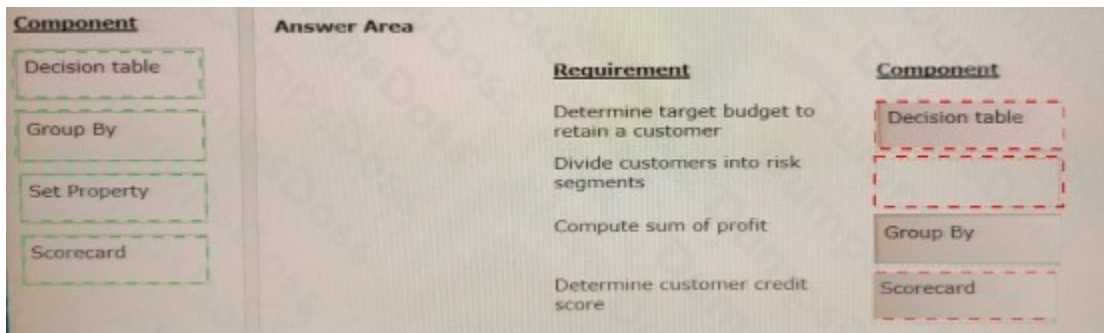
Select each component on the left and drag it to the correct requirement on the right.

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

ANSWER:



Explanation:



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: 8 - (HOTSPOT)

HOTSPOT

U+ Bank, a retail bank, presents offers on its website by using Pega Customer Decision Hub™. The bank wants to leverage Customer Decision Hub capabilities to present relevant offers to qualified customers. As a decisioning consultant, you are responsible for configuring the business requirements with the Next-Best-Action Designer, which involves several tasks. To accomplish these tasks, you might have to use auto-generated decision strategies, create new decision strategies, or edit existing strategies.

In the Answer Area, select the correct execution for each Task.

Answer Area

Task	Execution		
	Create a new decision strategy	Extend existing decision strategies	No strategy changes required
Create complex eligibility rule that uses a scorecard rule to determine the customer credit score.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create a new tracking time period for 20 days.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enable a new channel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use business levers to boost an offer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ANSWER:

Answer Area

Task	Execution		
	Create a new decision strategy	Extend existing decision strategies	No strategy changes required
Create complex eligibility rule that uses a scorecard rule to determine the customer credit score.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Create a new tracking time period for 20 days.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enable a new channel.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Use business levers to boost an offer.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Explanation:

Answer Area

Task	Execution		
	Create a new decision strategy	Extend existing decision strategies	No strategy changes required
Create complex eligibility rule that uses a scorecard rule to determine the customer credit score.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Create a new tracking time period for 20 days.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enable a new channel.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Use business levers to boost an offer.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

QUESTION NO: 9

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

QUESTION NO: 10

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