DUMPSBOSS.

Certified Pega Decisioning Consultant 8.8 V1

Pegasystems PEGACPDC88V1

Version Demo

Total Demo Questions: 8

Total Premium Questions: 88

Buy Premium PDF

https://dumpsboss.co

support@dumpsboss.co

Topic Break Down

Topic	No. of Questions
Topic 1, Customer Decision Hub	17
Topic 2, Next-Best-Action Designer	46
Topic 3, Next-Best-Action Strategy Framework	17
Topic 4, Predictive Analytics	4
Topic 5, Adaptive Analytics	4
Total	88

QUESTION NO: 1 - (SIMULATION)

U+ Bank, a retail bank, uses the Business Operations Environment to perform its business changes. The bank carries out these changes in the Pega Customer Decision Hub portal by using revision management features or the 1:1 Operations Manager portal.

For each task, select the correct portal in which you initiate the change request based on best practices.

ANSWER: See the explanation for the answer

Explanation:

Use the 1:1 Operations Manager portal to initiate business change requests for the *Next-Best-Action* configuration, such as changes to actions/offers, treatments, engagement policies, contact policies, or arbitration/business prioritization.

Use the Revision Management portal to initiate changes to underlying decisioning artifacts that require a revision, such as decision strategies, decision data, rules, and associated technical decision-management components.

Action, treatment, engagement/contact policy, or arbitration change → 1:1 Operations Manager
Decision strategy, decision data, or underlying rule/artifact change → Revision Management

The supplied question text does not include the individual task rows/options (the referenced image is only a local file path), so individual tasks cannot be mapped more specifically from the provided JSON. Apply the above mapping to each row.

QUESTION NO: 2 - (SIMULATION)

U+ Bank's marketing department wants to use the always-on outbound approach to send promotional emails about credit card offers to qualified customers. As a part of this promotion, the bank wants to identify the starting population by defining a few high-level criteria in a segment.

For each condition below, select which two conditions should be defined in Segment and which three conditions should be defined in Engagement policy as best practice.

ANSWER: See the explanation for the answer

Explanation:

Correct configuration principle:

Segment (select the two broad customer-profile conditions): Put the high-level population criteria here, such as the customer's **age/customer type** and **location/residency** (for example, adult retail customers who reside in the target country).
Engagement policy (select the three offer/channel-specific conditions): Put **credit-card qualification/eligibility** (such as required income or credit score), **email consent or a valid email address**, and the **email contact rule** (such as not having received a promotional email within the contact-policy period) here.

A segment defines a reusable, broad starting population. Conditions that decide whether a customer can receive this particular credit-card action, through the Email channel, at this time belong in the engagement policy—especially eligibility, consent, and contact-frequency rules.

The supplied JSON does not include the five selectable condition labels, so match the choices in the simulation to the categories above.

QUESTION NO: 3

A bank maintains a risk-segmentation matrix that uses customer age and a credit score calculated by a scorecard. The business wants to maintain the segmentation thresholds in a transparent rule without changing the scorecard characteristics.

Which two configurations implement this requirement? (Choose Two)

A. Add a decision table to the decision strategy.

B. Pass the customer age and calculated credit score to the decision table.

C. Add the age-based segmentation rows as contact policies.

D. Configure a volume constraint for each risk segment.

E. Replace the scorecard characteristics with email treatments.

ANSWER: A B

Explanation:

Add a decision table to the decision strategy and **pass the customer age and calculated credit score to the decision table**. The scorecard remains responsible for calculating the credit score from its characteristics. The decision table then applies the business-maintained age and score threshold matrix and returns the required risk segment. Contact policies and volume constraints manage customer engagement, not deterministic risk classification.

QUESTION NO: 4

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 bank implemented upweighting for the third stage.

B. The customer was not eligible for the last stage of the journey and the system presented an offer outside the journey.

C. The customer can be involved in only one active journey at a given moment.

D. The customer always receives the most relevant action, even if an action is not a part of any journey.

ANSWER: D

Explanation:

The customer always receives the most relevant action, even if an action is not a part of any journey. In Pega Customer Decision Hub, a customer journey provides context for coordinating a sequence of journey-related actions and tracking progression through its stages. However, being in a journey stage does not restrict the Next-Best-Action decision to actions belonging only to that journey. At each interaction, the system evaluates eligible actions using its decision strategy, including applicability, engagement policies, customer relevance, predictive and adaptive models where configured, business value, and prioritization. Consequently, an action outside a journey can be selected when it is the highest-priority eligible action for that customer and context. This behavior ensures that the bank continues to present the most appropriate next best action rather than forcing a potentially less relevant journey action merely because the customer has entered the third journey stage. Journey configuration therefore complements the overall Next-Best-Action framework; it does not override the arbitration that determines which action is ultimately shown. See Pega Academy's Customer journeys topic and the Next-Best-Action overview for the relationship between journeys and action selection.

QUESTION NO: 5

Which of the following reasons explains why a customer might receive an action that they already accepted?

A. The action suitability conditions are not defined.

B. The volume constraint is not set to exclude previously accepted offers.

C. The suppression rules are not defined to exclude previously accepted actions.

D. The actions are filtered based on eligibility.

ANSWER: B

Explanation:

The volume constraint is not set to exclude previously accepted offers. In Pega Customer Decision Hub, volume constraints control how frequently an action can be presented to a customer and can also prevent repetition after a positive customer response. The volume-constraint configuration includes an option to exclude actions that the customer has previously accepted. When that setting is not enabled for the relevant action or constraint, the decisioning process can continue to consider the action for the customer, provided it otherwise remains eligible and is selected by the engagement policy and arbitration process. As a result, an action that was already accepted may be offered again in a subsequent outbound run or real-time interaction. Configuring the constraint to exclude previously accepted actions ensures that Pega uses the recorded acceptance response when determining whether that action may be presented again. This behavior is part of applying contact-policy and action-frequency controls consistently across customer engagements. For further details on Customer Decision Hub decisioning concepts and configuration training, see Pega Academy: Certified Pega Decisioning Consultant and Pega Documentation: Decision Management.

QUESTION NO: 6

A financial institution sends credit card offers through an always-on outbound email channel. The institution wants each daily run to use the latest customer qualification data and must not send more than 500 emails per day.

Which two configurations do you use? (Choose Two)

A. Select Refresh the audience for the outbound run.

B. Configure a daily email volume constraint of 500.

C. Configure a real-time container for the email channel.

D. Increase the business weight of all credit card actions.

E. Create a suppression policy for every email action.

ANSWER: A B

Explanation:

Selecting **Refresh the audience** recalculates the audience before the outbound run, so the run uses the latest available customer information. A **volume constraint** limits the number of actions delivered through the email channel during the defined period.

A suppression policy can exclude particular customers or actions but does not set an organization-wide daily delivery capacity. A real-time container is used for inbound channels such as web, and a business weight changes arbitration priority rather than the permitted email volume.

QUESTION NO: 7

MyCo wants to promote a newly launched broadband action for a limited period. The action must remain subject to existing eligibility, suitability, and contact-policy controls, but the business wants it to compete more strongly with other eligible actions.

Which two changes can increase the action's arbitration priority without making competing actions ineligible? (Choose Two)

A. Increase the business weight of the broadband action.

B. Increase the business value of the broadband action.

C. Add a suppression policy to the competing actions.

D. Add an applicability condition that excludes the competing actions.

E. Remove the broadband action treatment from the web channel.

ANSWER: A B

Explanation:

Increase the business weight and **increase the business value** can both raise an action's arbitration priority while leaving competing actions available for consideration. Business weight is a business-controlled lever for strategically boosting an action, while business value represents the value associated with a successful action. Suppression and applicability conditions remove actions from consideration rather than increasing their priority.

QUESTION NO: 8

U+ Bank has recently defined two contact policies:

1. Suppress a group of credit card offers for 30 days if any credit card offer is rejected three times in any channel in the past 15 days.

2. Suppress the Reward card offer, part of the credit card group, for 7 days if it is rejected twice in any channel in the last 7 days. Paul, an existing U+ Bank customer, no longer sees the Reward card offer. What is the reason that Paul cannot see the offer?

A. Paul rejected the Reward card offer once in contact center.

B. Paul rejected the Reward card offer once on the web channel.

C. Paul rejected other credit card offers twice on the web channel and once in contact center.

D. Paul rejected other credit card offers once on the web channel and once in the contact center.

ANSWER: C

Explanation:

Paul rejected other credit card offers twice on the web channel and once in contact center. Those three rejections satisfy the threshold for the group-level contact policy: a credit card offer has been rejected three times across channels within the preceding 15-day period. Because the policy applies to the entire credit card offer group, its 30-day suppression includes the Reward card offer even though the recorded rejections were for other offers in that group.

In Pega Customer Decision Hub, contact policies use customer interaction history to determine whether an action or a group of actions is eligible for presentation. A policy configured at group level is evaluated against the defined group, rather than being limited to the specific action that was rejected. The "any channel" condition also means that rejections from the web channel and contact center are aggregated for the policy evaluation. Consequently, the applicable suppression is the group suppression, and Paul does not receive the Reward card offer while that suppression period remains active.

For further study of Customer Decision Hub decisioning and contact-policy concepts, see Pega Academy and Pega Product Documentation.