DUMPSQUEEN

Certified Pega Decisioning Consultant (PCDC) 87V1

Pegasystems PEGAPCDC87V1

Version Demo

Total Demo Questions: 10

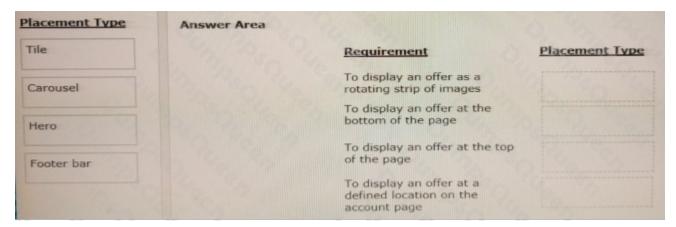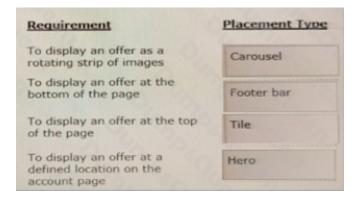## Total Premium Questions: 171

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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.

Placement Type	Answer Area		
Tile		**Requirement**	**Placement Type**
Carousel		To display an offer as a rotating strip of images	
Hero		To display an offer at the bottom of the page	
Footer bar		To display an offer at the top of the page	
		To display an offer at a defined location on the account page	

ANSWER:

Requirement	Placement Type
To display an offer as a rotating strip of images	Carousel
To display an offer at the bottom of the page	Footer bar
To display an offer at the top of the page	Tile
To display an offer at a defined location on the account page	Hero

QUESTION NO: 2

Which two of these statements is true about Value Finder? (Choose Two)

A. Shows the distribution of under-served customers across different groups

B. Projects estimated value of the subsequent next-best-action run

C. Identifies opportunities for improvement

D. Identifies engagement policy conditions with bias

ANSWER: A C

QUESTION NO: 3

Reference module: Detecting unwanted bias

MyCo, a telco, has introduced mobile data packages for students. As a policy, MyCo does not want to discriminate based on gender when presenting the offers. As a Decisioning Consultant, how do you configure the ethical bias policy to allow no bias?
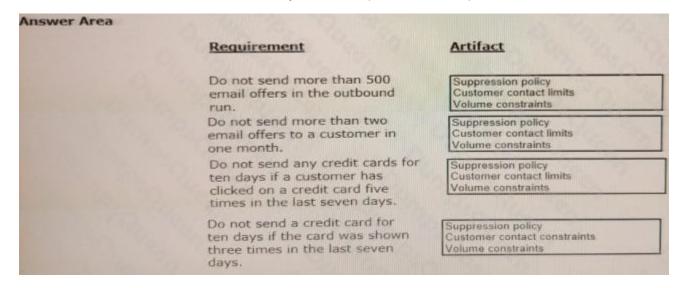
A. 0.5-2 Rate Ratio

B. No Detection

C. 1 Rate Ratio

D. 0.9-1.11 Rate Ratio
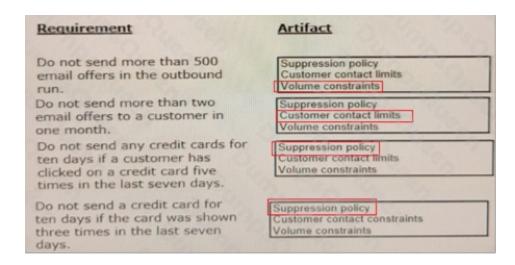
ANSWER: C

QUESTION NO: 4 - (HOTSPOT)

U+ Bank's marketing department currently promotes various credit card offers by sending emails to qualified customers. The bank wants to limit the number of offers that customers can receive over a given period of time.

In the Answer Area, select the correct artifact you use to implement each requirement.

Answer Area

Requirement	Artifact
Do not send more than 500 email offers in the outbound run.	Suppression policy / Customer contact limits / Volume constraints
Do not send more than two email offers to a customer in one month.	Suppression policy / Customer contact limits / Volume constraints
Do not send any credit cards for ten days if a customer has clicked on a credit card five times in the last seven days.	Suppression policy / Customer contact limits / Volume constraints
Do not send a credit card for ten days if the card was shown three times in the last seven days.	Suppression policy / Customer contact constraints / Volume constraints

ANSWER:

Requirement	Artifact
Do not send more than 500 email offers in the outbound run.	Suppression policy Customer contact limits Volume constraints
Do not send more than two email offers to a customer in one month.	Suppression policy Customer contact limits Volume constraints
Do not send any credit cards for ten days if a customer has clicked on a credit card five times in the last seven days.	Suppression policy Customer contact limits Volume constraints
Do not send a credit card for ten days if the card was shown three times in the last seven days.	Suppression policy Customer contact constraints Volume constraints

QUESTION NO: 5

A bank has been running traditional marketing campaigns for many years. One such campaign sends an offer email to qualified customers on day 1. On day 3, it sends a reminder email to customers who haven't responded to the first email. On day 7, it sends a second reminder to customers who haven't responded to the first two emails. If you were to re-implement this requirement using the always-on outbound customer engagement paradigm, how would you approach this scenario?

A. Configure a primary schedule for the original offer email and setup an ad-hoc or emergency schedule to send reminder emails

B. Create three segments to identify the target audience for each of the three offer emails - day 1, day 3 and day 7. Setup three schedules per day targeting each of the three segments

C. Create an action with a flow that contains 3 Send Email shapes, one for each email. Set appropriate wait times between the shapes

D. Configure the primary schedule to run daily and let the AI choose the best action from all the actions that a customer qualifies for based on engagement policies

ANSWER: D

QUESTION NO: 6

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: 7

Next-Best-Action ensures that communication between the business and the customer is_____ and _____ (Choose Two)

A. contextual

B. free of jargon

C. timely

D. uniform and generic

ANSWER: A C

QUESTION NO: 8

Reference module: Creating and understanding decision strategies. In a decision strategy, to use a customer property in an expression, you _____.

A. prefix the property with the keyword Customer

B. use the property as defined without a prefix

C. define the property as a strategy property

D. define the Customer page in Pages and Classes

ANSWER: A

QUESTION NO: 9

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

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. Ensure that the email channel is enabled

ANSWER: C E

QUESTION NO: 10

U+ Bank, a retail bank, does not want to annoy customers by offering them a mortgage refinance option if they have less than 5% to pay off on their loan, although it would be profitable for the bank. Which engagement policy condition best suits this requirement?

A. Applicability

B. Eligibility

C. Suitability

ANSWER: C