TESTPASSPORT

PRACTICE QUESTIONS

High Quality | Better Service

Exam : PEGACPDC25V1

Title : Certified Pega Decisioning Consultant 25

Version : DEMO

1.U+ Bank implemented multiple customer journeys for Its customers. The goal of the bank Is to present the most relevant action for the customer to increase the chance of a positive outcome. U+ Bank is sure that customers see the next best action, regardless of the current journey that they are in.
Which statement is true about customer journeys in Pega Customer Decision Hub?
A. Active customer journeys become inactive when Pega AI detects a better action outside the journey.
B. Actions outside a customer journey are upweighted to ensure that the system also takes them into consideration.
C. Customers can participate in multiple customer journeys simultaneously.
D. Customers are placed in all available customer journeys from the start to ensure that the system takes all actions into consideration.
Answer: C

2.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 customer always receives the most relevant action, even if an action is not a part of any journey.
B. The bank implemented upweighting for the third stage.
C. The customer was not eligible for the last stage of the journey and the system presented an offer outside the journey.
D. The customer can be Involved in only one active journey at a given moment.
Answer: A

3.U+ Bank, a retail bank, introduced a new mortgage refinance offer in the eastern region of the country. They want to advertise this offer on their website by using a banner, targeting the customers who live in that area.
What do you configure in Next-Best-Action Designer to implement this requirement?
A. An audience
B. A customer segment
C. Applicability rules
D. A prioritization formula
Answer: C

4.A telecommunications company is promoting IPhone upgrades with unlimited data plans. The marketing team notices that a customer explicitly stated in a recent survey that they are not interested in iPhone products. The company wants to apply appropriate engagement policy conditions to respect customer preferences.
Which engagement policy condition type should you use to prevent iPhone offers for customers who express disinterest?
A. Arbitration rules to deprioritize the customer segment.
B. Suitability condition for customer empathy considerations.
C. Applicability condition to respect customer preferences.
D. Eligibility condition based on customer survey responses.
Answer: C

5.HOTSPOT

U+ Bank, a retail bank, has recently implemented a project in which credit card offers are presented to qualified customers when they log in to the web self-service portal The Dank added engagement policy conditions to show the offers based on the bank's requirements.

In the Answer Area, select the correct engagement policy for each condition.

Answer Area

Condition	Engagement policy		
	Eligibility	Applicability	Suitability
The customer must not be flagged as a defaulted borrower	○	○	○
Customer already owns a higher-value offer	○	○	○
Must be a resident of New York City	○	○	○
The savings product offers are relevant only if the customer has not explicitly opted out of direct marketing	○	○	○
Inappropriate for customers with a credit score < 300 as they are likely to default	○	○	○

Answer:

Answer Area

Condition	Engagement policy		
	Eligibility	Applicability	Suitability
The customer must not be flagged as a defaulted borrower	○	○	$\boxed{\circ}$
Customer already owns a higher-value offer	○	$\boxed{\circ}$	○
Must be a resident of New York City	$\boxed{\circ}$	○	○
The savings product offers are relevant only if the customer has not explicitly opted out of direct marketing	$\boxed{\circ}$	○	○
Inappropriate for customers with a credit score < 300 as they are likely to default	○	○	$\boxed{\circ}$