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NEW QUESTION: 1
U+ Bank wants to send promotional emails related to credit card offers to their qualified customers. The business intends to use the same action flow template with the desired flow pattern for all the credit card actions.
What do you configure to implement this requirement?
A. Output template
B. File template
C. Dynamic template
D. Email treatment
Answer: C (LEAVE A REPLY)

NEW QUESTION: 2
MyCo, a telecom company, wants to send promotional SMSs with data plan offers to their qualified customers. The business intends to use the same action flow template with their target flow pattern for all the data plan actions.
What do you configure to implement this requirement?
A. A file template
B. A dynamic template
C. An output template
D. An SMS treatment
Answer: D (LEAVE A REPLY)

NEW QUESTION: 3
An outbound run identifies 150 Standard card offers, 75 on email, and 75 on the SMS channel. If the following volume constraint Is applied, how many actions are delivered by the outbound run?

A. 100
B. 75 emails 25 SMSes
C. 75 SMSes and 25 emails
D. 150
Answer: (SHOW ANSWER)

NEW QUESTION: 4
U+ Bank wants to send promotional emails related to credit card offers to their qualified customers. The business intends to use the same action flow template with the desired flow pattern for all the credit card actions.
What do you configure to implement this requirement?
A. File template
B. Dynamic template
C. Output template
D. Email treatment
Answer: B (LEAVE A REPLY)
To implement this requirement, you need to configure a dynamic template in Customer Decision Hub. A dynamic template is a type of template that allows you to define a common action flow pattern for a group of actions that share similar characteristics, such as channel, issue, or group. You can specify which properties and components are required for each action in the group, and how they are mapped to the action flow template. This way, you can reuse the same action flow template for all the credit card actions, while still allowing some variations in their content and configuration.
Verified Reference: Pega Academy - Decisioning Consultant - Creating dynamic templates

NEW QUESTION: 5
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	○	○	○
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	○	○	○

Explanation:

NEW QUESTION: 6

I)+ Bank uses Pega Customer Decision Hub to approve credit card limit changes requested by customers automatically. A scorecard model determines the customer credit score. The automatic approval of credit card limits are processed based on the following criteria set by the bank.

Credit Score	Max Credit Card limit
<150	USD1000
<175	USD2000
Otherwise	USD3000

The bank wants to change the threshold value for the USD2000 credit limit from <175 to <200. How do you implement this change?

A. Change the cutoff value in the Results tab of the scorecard decision component.

B. Change in the strategy the condition from .pxSegment <=175 to .pxSegment <=200.

C. Map the score value in the decision strategy to <=200.

D. Change the cutoff value in the Results tab of the scorecard model.

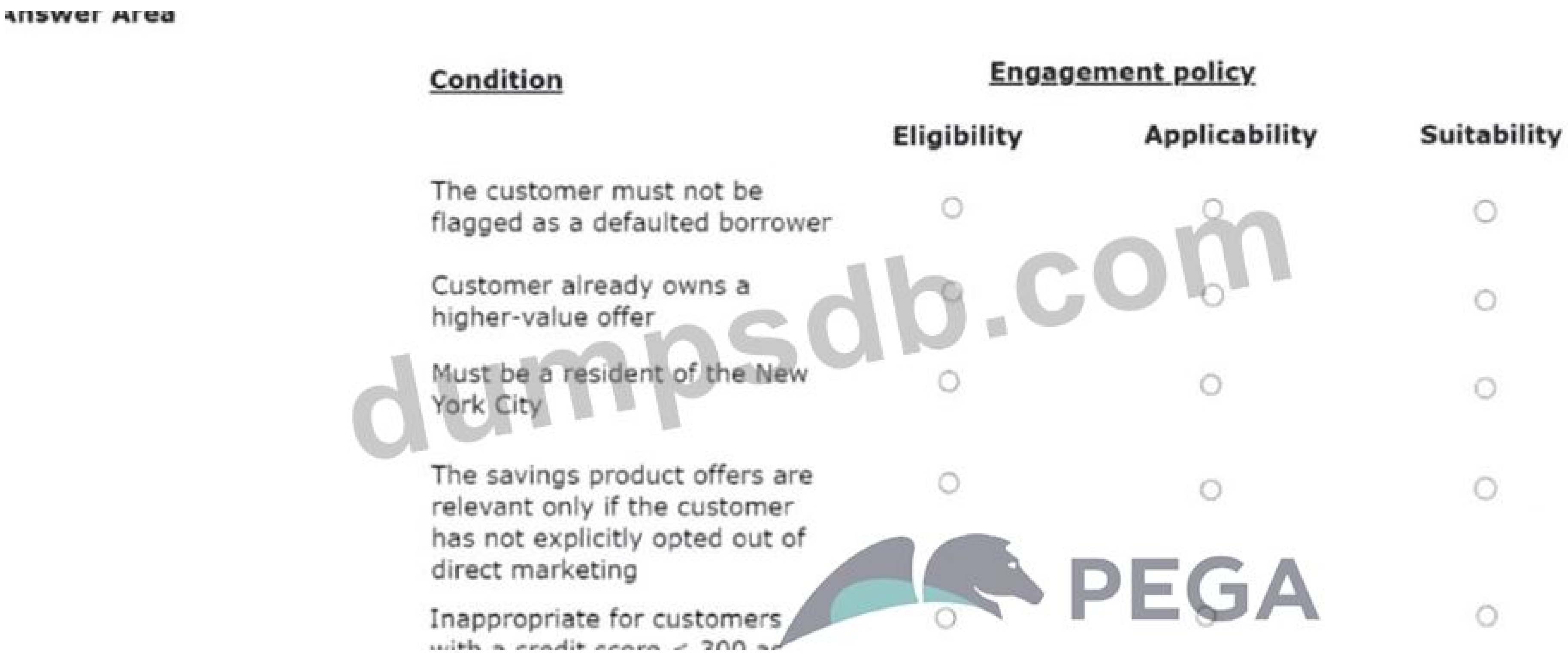
Answer: D (LEAVE A REPLY)

The scorecard model determines the customer credit score based on various factors, such as income, expenses, assets, liabilities, etc. The scorecard model has a Results tab where you can define the cutoff values for different segments based on the credit score. To change the threshold value for the USD2000 credit limit from
<175 to <200, you need to change the cutoff value in the Results tab of the scorecard model. Changing the cutoff value in the scorecard decision component, changing the condition in the strategy, or mapping the score value in the decision strategy will not affect the credit score calculation or segmentation.

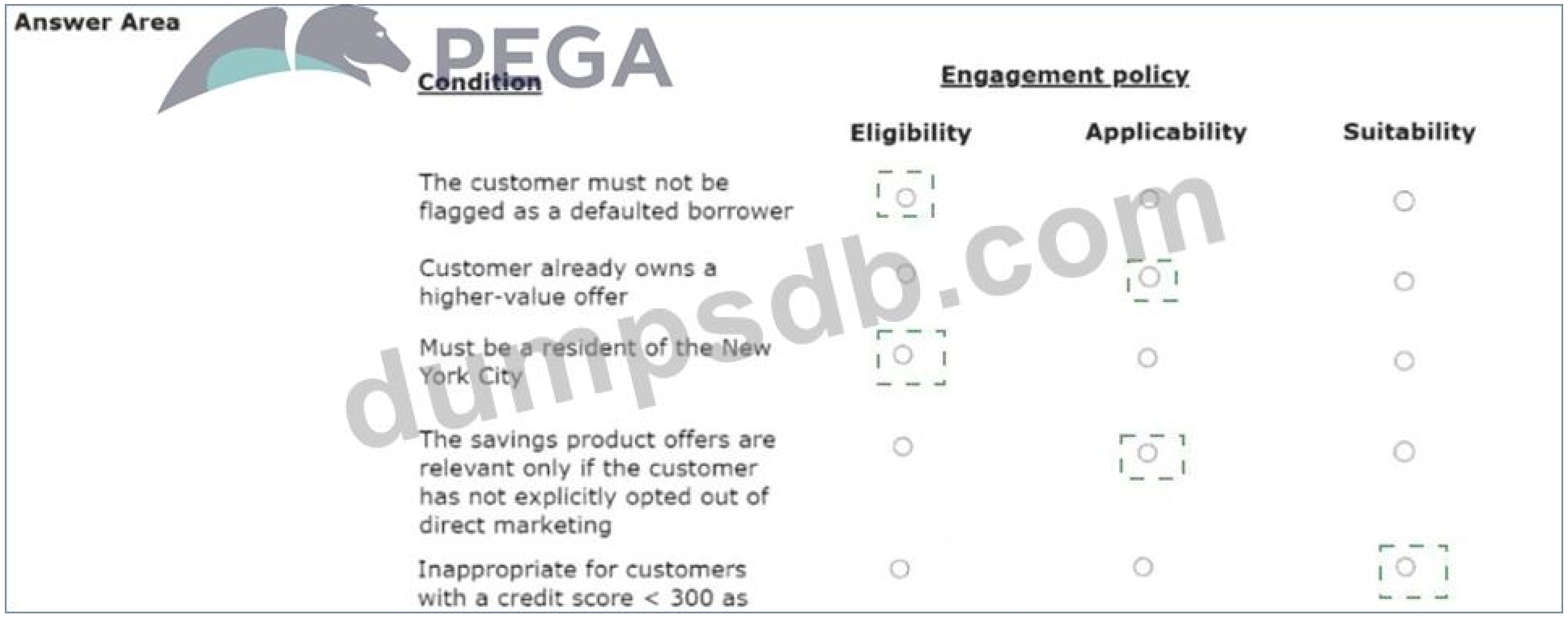
NEW QUESTION: 7

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 bank 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:



Explanation:

A screenshot of a survey AI-generated content may be incorrect.

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 the 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	○	○	●

NEW QUESTION: 8

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 perform the build tasks based on best practices.

Answer Area

Task	1:1 Operations Manager	Pega Customer Decision Hub
Create a new action.	○	○
Modify a score card.	○	○
Create a decision strategy.	○	○
Edit an engagement policy for an action.	○	○
Edit a group level engagement policy.	○	○
Edit an email treatment for an	○	○

Answer:

Answer Area

Task	1:1 Operations Manager	Pega Customer Decision Hub
Create a new action.	●	○
Modify a score card.	○	●
Create a decision strategy.	○	●
Edit an engagement policy for an action.	●	○
Edit a group level engagement policy.	○	●
Edit an email treatment for an	●	○

Explanation:

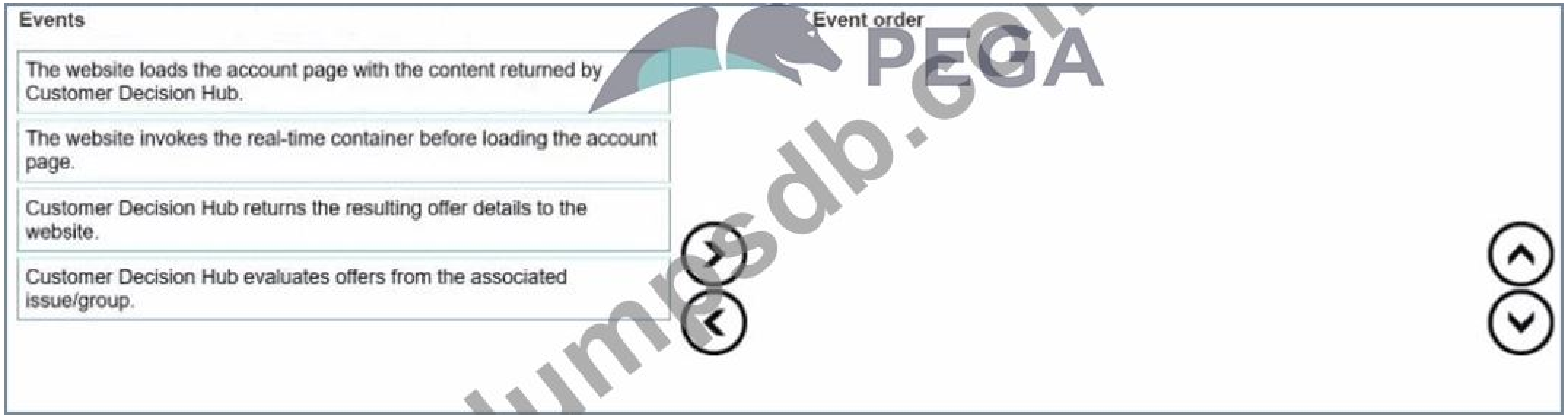
Answer Area

Task	1:1 Operations Manager	Pega Customer Decision Hub
Create a new action.	●	○
Modify a score card.	○	●
Create a decision strategy.	○	●
Edit an engagement policy for an action.	●	○
Edit a group level engagement policy.	○	●
Edit an email treatment for an	●	○

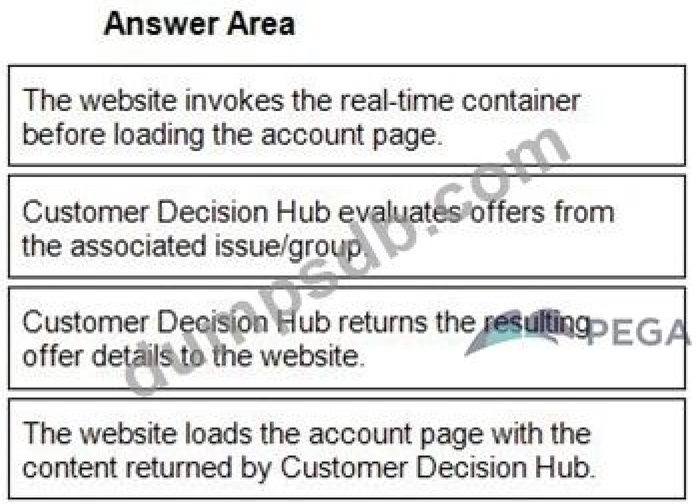
NEW QUESTION: 9

The U+ Bank marketing department wants to leverage the next-best-action capability of Pega Customer Decision Hub on Its website to promote new offers to each customer.

Place the events in the sequential order.



Answer:



1 - The website invokes the real-time container before loading the account page.

2 - Customer Decision Hub evaluates offers from the associated issue/group.

3 - Customer Decision Hub returns the resulting offer details to the website.

4 - The website loads the account page with the content returned by Customer Decision Hub.

NEW QUESTION: 10

As a decisioning architect, 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. Resource Planning

B. Service

C. Retention

D. Collections

E. Accounting

Answer: B,C,D (LEAVE A REPLY)

The Next-Best-Action strategy is a customer-centric approach that aims to deliver the most relevant and valuable proposition for each customer at any given moment. You can use the Next-Best-Action strategy to address various business issues that involve customer interactions, such as service, retention, and collections.

Service is the process of providing assistance and support to customers who have questions or problems.

Retention is the process of preventing customers from leaving or switching to competitors. Collections is the process of recovering unpaid debts from customers who are delinquent or defaulting on their obligations.
These are all business issues that can benefit from using the Next-Best-Action strategy. Verified References:
[Pega Decisioning Consultant | Pega Academy]

NEW QUESTION: 11
A financial services company has implemented always-on outbound campaigns for three credit card offers:
Standard card. Rewards card, and Rewards Plus card. The marketing team observes that customers who are qualified for multiple actions receive different numbers of offers, depending on the configuration of the volume constraint mode. To optimize customer engagement, the system administrator must choose between constraint modes.
Which volume constraint mode ensures that customers receive all actions for which they qualify, provided the actions do not reach volume limits?
A. As a group for the context (output all actions)
B. Return any action that does not exceed constraint
C. Sequential action delivery mode
D. Individually for each action
Answer: (SHOW ANSWER)

NEW QUESTION: 12
You are the decisioning architect on an AI-powered one-to-one customer engagement implementation project. You are asked to design the next-best-action prioritization expression that balances the customer needs with the business objectives.
What factor do you consider in the prioritization expression?
A. Predicted customer behavior
B. Offer eligibility
C. Customer contact policy
D. Offer relevancy
Answer: (SHOW ANSWER)
The prioritization expression is a formula that calculates the priority score of each offer for each customer, based on various factors that reflect the customer needs and the business objectives. One of the most important factors is the predicted customer behavior, which is measured by the propensity. The propensity is a value that indicates how likely a customer is to accept an offer, based on their attributes and behaviors. The propensity is calculated by using predictive analytics models that learn from historical data and feedback. The higher the propensity, the higher the priority score, making the offer more relevant and valuable for the customer. Verified Reference: [Pega Decisioning Consultant | Pega Academy]

NEW QUESTION: 13
Myco Bank, a retail bank, uses the Customer Engagement Blueprint to design personalized customer journeys. The bank wants to better understand its diverse customer base to create more targeted engagement strategies.
What key achievement does the Personas stage provide for Myco Bank when implementing with Customer Engagement Blueprint?
A. Creating representative customer segments that enable targeted and personalized engagement strategies.
B. Defining the overall business objectives and strategic framework for customer engagement.
C. Configuring the technical data structure required for personalized customer interactions.
D. Establishing consistent communication standards and visual identity across all customer touchpoints.
Answer: A (LEAVE A REPLY)

NEW QUESTION: 14

The U+ Bank marketing department currently promotes various home loan offers to qualified customers. Now, the bank does not want customers to receive more than four promotional emails per quarter, regardless of past responses to that action by the customer.
Which option allows you to implement the business requirement?

A. Volume constraints

B. Outbound channel limits

C. Suppression policies

D. Suitability rules

Answer: A (LEAVE A REPLY)

Volume constraints allow you to limit the number of times an action is presented to customers across one or more channels. You can use volume constraints to implement the requirement that customers do not receive more than four promotional emails per quarter, regardless of past responses to that action by the customer. You can configure the volume constraint to limit the number of actions per channel per quarter and select the option to ignore previous responses. Outbound channel limits are used to limit the number of customers contacted per channel per run, not per quarter. Suppression policies are used to exclude customers from receiving an action based on certain conditions, such as opt-out preferences or recent purchases, not based on the number of times the action is presented. Suitability rules are used to determine whether an action is suitable for a customer based on their propensity, priority, or other criteria, not based on the number of times the action is presented.

NEW QUESTION: 15

U+ Bank uses a scorecard rule in a decision strategy to compute the mortgage limit for a customer. U+ Bank updated their scorecard to include a new property in the calculation: customer income.
What changes do you need to make in the decision strategy for the updated scorecard to take effect?

A. The score calculation is independent of the strategy and no change is required.

B. Remap the scorecard property in the decision strategy for the change to take effect.

C. Add a new Group By component for the mortgage limit calculation.

D. A new proposition filter needs to be configured in the strategy to filter on customer income.

Answer: A (LEAVE A REPLY)

The score calculation is independent of the strategy and no change is required. When you use a scorecard component in a decision strategy, you only need to specify the name of the scorecard rule and the output property that will store the score value. The scorecard rule itself defines how the score is calculated based on the input properties and factors. Therefore, if you update the scorecard rule to include a new property in the calculation, you do not need to make any changes in the decision strategy for the updated scorecard to take effect. Verified Reference: [Pega Academy - Decisioning Consultant - Using scorecards]

NEW QUESTION: 16

U+ Bank follows all engagement policy best practices to present credit card offers on their website. The bank has introduced a new credit card offer, the Rewards card. Anna, an existing customer, currently holds a higher value card, Premier Rewards, and does not see the new Rewards card offer.
What condition possibly prevents Anna from seeing the new Rewards card offer?

A. Suppression rules

B. Suitability

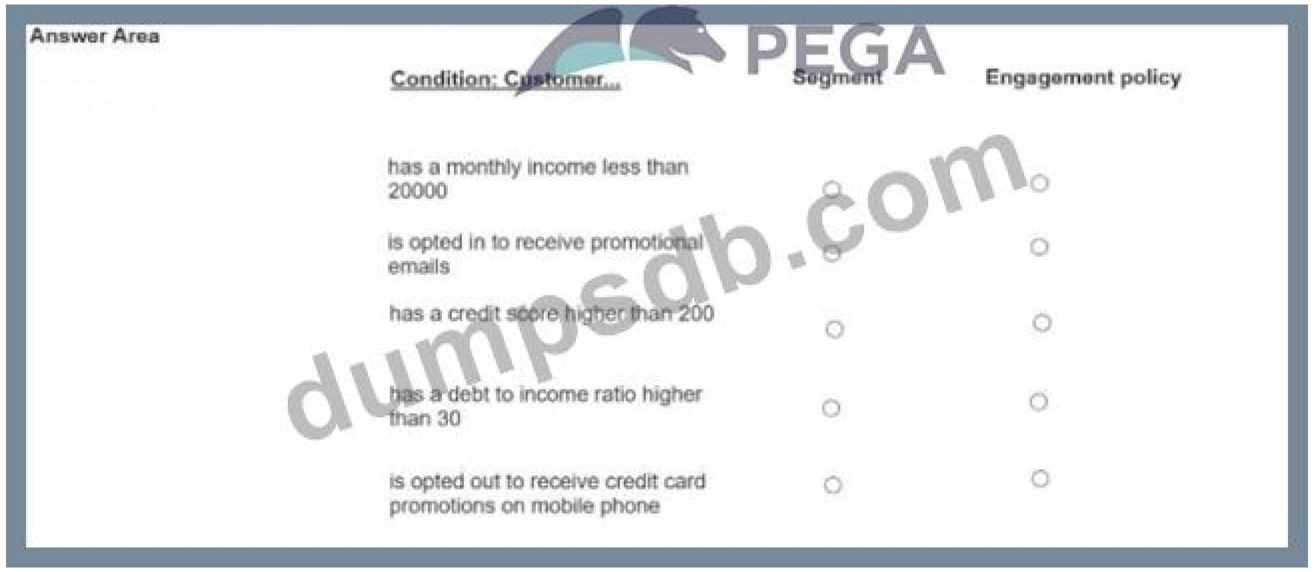
C. Applicability

D. Eligibility

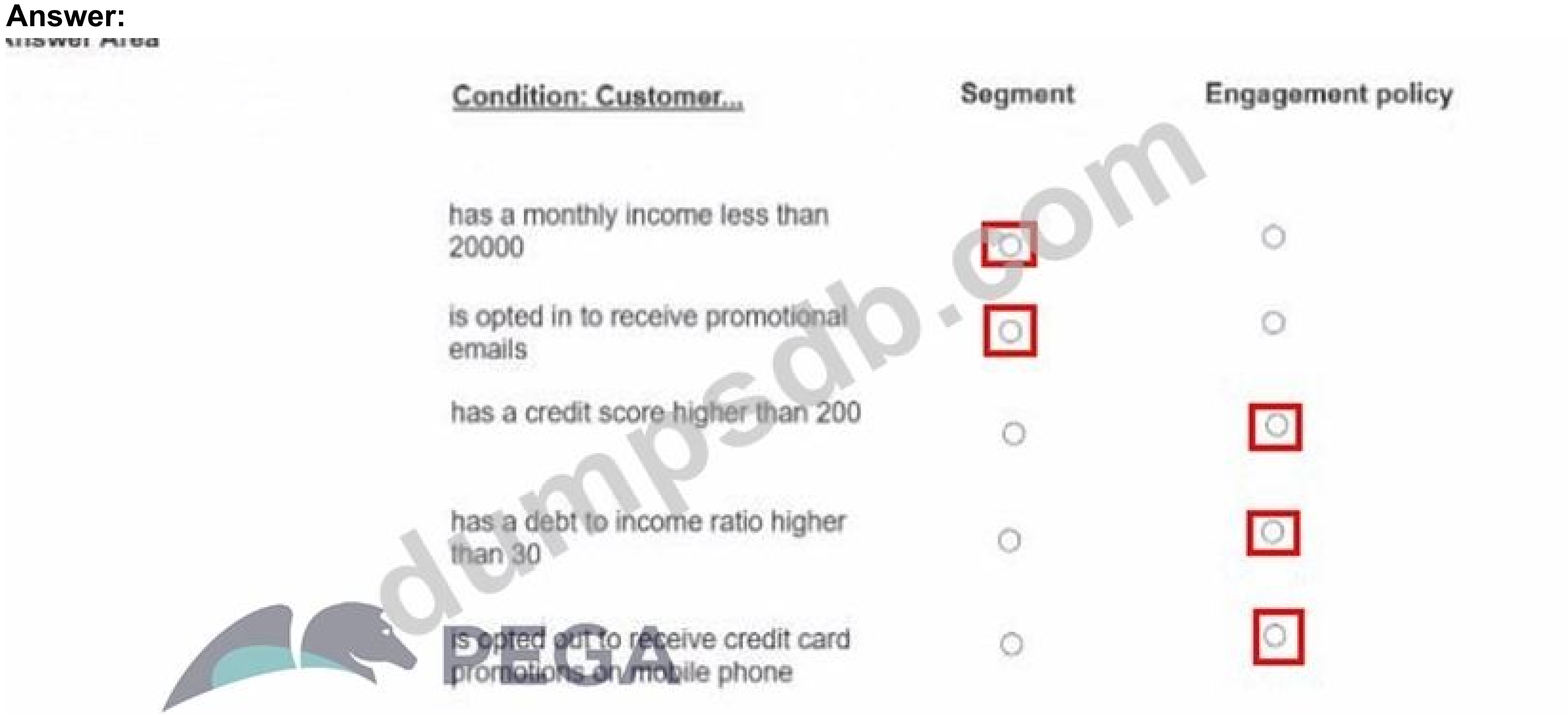
Answer: (SHOW ANSWER)

Suppression rules are used to prevent customers from seeing offers that are not relevant or appropriate for them. For example, if a customer already has a higher value card, they should not see a lower value card offer.
Therefore, suppression rules are the most likely condition that prevents Anna from seeing the new Rewards card offer. Verified References: [Pega Decisioning Consultant | Pega Academy]

NEW QUESTION: 17
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 wantsto identify the starting population by defining a few high-level criteria ina 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:



NEW QUESTION: 18
As a decisioning architect, you are setting up the action hierarchy for MyCo. Select the correct action hierarchy level for each of the hierarchy items identified.

Answer Area

Hierarchy Item	Business Issue	Group	Action
Free 4G upgrade	○	○	○
Retention	○	○	○
Tablets	○	○	○
Service	○	○	○
Change address	○	○	○

(Action Hierarchy Levels: Business Issue, Group, Action)

Answer:

Answer Area

Hierarchy Item	Business Issue	Group	Action
Free 4G upgrade	○	$\boxed{\circ}$	○
Retention	○	○	$\boxed{\circ}$
Tablets	$\boxed{\circ}$	○	○
Service	○	$\boxed{\circ}$	○
Change address	○	○	○

(Action Hierarchy Levels: Business Issue, Group, Action)

NEW QUESTION: 19

Regional Bank experiences an unexpected system outage affecting online banking services across multiple locations. The bank needs to immediately inform all customers about the temporary service disruption and provide alternative banking options. The communication must reach every customer simultaneously and should not be repeated.

Which communication approach should the bank use to address this urgent customer notification requirement?

A. Configure a promotional campaign with targeted audience segmentation rules

B. Schedule a regular always-on outbound communication with engagement policies
C. Create a one-time action to deliver Immediate batch communication to all customers
D. Send individual personalized messages through the standard outbound schedules
Answer: C (LEAVE A REPLY)

NEW QUESTION: 20
A mortgage company defines a new suppression policy to limit promotional emails for home loan offers. The policy is complete, but it must be applied to all to home loan actions. The implementation team must associate this policy with the appropriate business structure.
Where should the team associate the contact policy to apply it to home loan promotions?
A. The Contact policy configuration to update outcome tracking preferences only.
B. The Designer settings to modify global suppression rules for home loan action group.
C. The Engagement policy tab to apply the policy to home loan action group.
D. The Constraints tab to edit customer contact limits for email channels.
Answer: C (LEAVE A REPLY)

NEW QUESTION: 21
In the following figure, a volume constraint uses the Return any action that does not exceed constraint mode with the three following action type constraints that have remaining limits:
1.Maximum 50 Daily with Action: Protect Your Device, 5 remaining
2.Maximum 75 Daily with Action: MyFone Buds, 7 remaining
3.Maximum 25 Daily with Action: MyFone AirPods Pro, 0 remaining
A customer, CUST-01, qualifies for all the three actions. Given this scenario, how many actions does the system select for CUST-01 in the outbound run?


A. 0
B. 3
C. 1
D. 2
Answer: D (LEAVE A REPLY)

NEW QUESTION: 22
MyCo, a telecom company, recently introduced a new mobile handset offer, MyFone 14 Pro, for its premium customers. As the bank has financial targets to meet, the business decides to boost the MyFone 14 Pro offer.

As a decisioning architect, how can you ensure that the MyFone 14 Pro offer is prioritized over other offers?
A. Increase the business weight of the MyFone 14 Pro offer.
B. Increase the starting propensity of the MyFone 14 Pro offer.
C. Increase the context weight of the MyFone 14 Pro offer.
D. Increase the business value of the MyFone 14 Pro offer.
Answer: (SHOW ANSWER)
The business weight is a parameter that allows you to manually adjust the priority of an offer based on your business objectives and preferences. The business weight is multiplied by the business value and the propensity to calculate the final priority score of an offer. A higher business weight means a higher priority score, making the offer more likely to be selected and presented to the customer. Therefore, if you want to boost an offer, you can increase its business weight. Verified References: Pega Decisioning Consultant | Pega Academy

NEW QUESTION: 23
You are a decisioning architect on a next-best-action project and are responsible for designing and implementing decision strategies. Select each component on the leftand drag it to the correct requirement on the right.

Answer:

Explanation:

NEW QUESTION: 24

MyCo,a telecom company, recently introduced a new mobile handset offer, MyFone 14 Pro, for its premium customers. As the bank has financial targets to meet, the business decides to boost the MyFone 14 Pro offer.

As a decisioning architect, how can you ensure that the MyFonel4 Pro offer is prioritized over other offers7

A. Increase the starting propensity of the MyFone 14 Pro offer.

B. Increase the business weight of the MyFone 14 Pro offer.

C. Increase the business value of the MyFone 14 Pro offer.

D. Increase the context weight of the MyFone 14 Pro offer.

Answer: (SHOW ANSWER)

NEW QUESTION: 25

U+ Bank, a retail bank, uses the business operations environment to perform its business changes. The bank completes these changes by using revision management features of Pega Customer Decision Hub and 1:1 Operations Manager.

Customers see credit card offers based on various engagement policies on the U+ Bank website. The bank wants to update the underlying decision strategy of an engagement policy condition.

According to best practices, which statement correctly describes the implementation of the change to fulfill this business requirement?

A. A next-best-action specialist modifies the decision strategy in Customer Decision Hub.

B. A next-best-action specialist modifies the decision strategy in 1:1 Operations Manager.

C. A next-best-action designer modifies the decision strategy in 1:1 Operations Manager.

D. A next-best-action designer modifies the decision strategy in Customer Decision Hub.

Answer: D (LEAVE A REPLY)

According to the best practice, a next-best-action designer should modify the decision strategy in Customer Decision Hub, because the decision strategy is part of the next-best-action framework that defines how to select and prioritize propositions for each customer. The 1:1 Operations Manager portal is used to manage the engagement policies and propositions, not the decision strategies.

Verified References: Pega Decisioning Consultant | Pega Academy

NEW QUESTION: 26

U+- Bank, a retail bank, has recently Implemented a project in which qualified customers see mortgage offers when they log in to the web self-service portal.

Currently, only the customers who satisfy the following engagement policy conditions receive the Fifteen- year fixed-rate mortgage offer:

Offer	Eligibility	Applicability	Suitability
Fifteen-year fixed-rate mortgage	Age >= 18	Annual Income > 10000	Credit Score > 500

The bank decides to make two changes:

1. Update the suitability condition for the Fifteen-year fixed-rate mortgage offer.
2. Introduce a new offer, Twenty-year fixed-rate mortgage.

The following table shows the new engagement policy conditions for both mortgage offers:

Offer	Eligibility	Applicability	Suitability
Fifteen-year fixed-rate mortgage	Age >= 18	Annual Income > 10000	Credit Score > 450
Twenty-year fixed-rate mortgage	Age >= 18	Annual Income > 12000	Credit Score > 600

What is the best practice to fulfill this change management requirement in the business operations environment?

A. Create a single change request in the Pega Customer Decision Hub portal.

B. Create a single change request in the 1:1 Operations Manager portal.

C. Create two change requests in the 1:1 Operations Manager portal.

D. Create two change requests: one in the Pega Customer Decision Hub portal and the other in the 1:1 Operations Manager portal.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 27

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. Applicability condition to respect customer preferences.

B. Arbitration rules to deprioritize the customer segment.

C. Eligibility condition based on customer survey responses.

D. Suitability condition for customer empathy considerations.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 28

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 (LEAVE A REPLY)

Paul cannot see the Reward card offer because he rejected other credit card offers twice on the web channel and once in contact center in the past 15 days. This triggers the first contact policy that suppresses 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. The Reward card offer is part of the credit card group, so it is suppressed for Paul for 30 days. The second contact policy that suppresses the Reward card offer for 7 days if it is rejected twice in any channel in the last 7 days does not apply because Paul did not reject the Reward card offer twice in any channel in the last 7 days. Verified Reference: [Certified Pega Decisioning Consultant | Pega Academy], Suppression policies system Following is the description of the image that was sent with question no:5:

This is a screenshot of a table with four columns and two rows.

The table has a header row with white text on a blue background.

The header row reads "Constraint name", "Constraint mode", "Constraint value", and "Channel".
The second row has black text on a white background.
The second row reads "Standard card", "Return any action that does not exceed", "100", and "Daily".
The table has a gray border and a light blue background.

NEW QUESTION: 29

As shown in the following figure, decision strategy contains 'Green Label' and 'Black Label' Proposition components that point to the "Set Printing Cost' Set Property component that uses 'BaseCost' and
"LetterCount." The configuration of the Prioritize component selects the lowest cost. What is the role of the Set Property component in the following decision strategy?

A. To create a new strategy property.
B. To calculate the printing cost for each of the actions.
C. To filter actions based on the printing cost.
D. To import the printing cost property into the strategy.
Answer: B (LEAVE A REPLY)

NEW QUESTION: 30

GlobalRetail operates in a fast-changing digital marketplace where customer preferences and competitor offers change weekly. Their marketing team struggles with lengthy approval processes that prevent quick responses to market trends, often causing them to miss critical engagement opportunities.
What does agility represent in the context of customer engagement projects?
A. Automating all business processes through artificial Intelligence and machine learning algorithms
B. Eliminating all testing requirements to completely accelerate software deployment cycles
C. An organization's ability to react quickly to marketplace changes and emerging trends
D. Outsourcing decision-making processes to external vendors for faster implementation speeds
Answer: C (LEAVE A REPLY)

NEW QUESTION: 31

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 bank 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	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 the 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			

Answer:

Answer Area

Condition	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 the 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			

NEW QUESTION: 32
Pega Customer Decision Hub enables organizations to make Next-Best decisions. To which type of a decision is Next-Best-Action applied?
A. Determining if a borrower gets a loan
B. Determining how to optimize inventories
C. Predicting the time of a machine failure
D. Optimizing supply chain management
Answer: (SHOW ANSWER)
Next-Best-Action is a type of decision that involves selecting and prioritizing the most appropriate proposition for each customer at any given moment. Next-Best-Action can be applied to decisions that require customer-centricity, personalization, and contextualization. Determining if a borrower gets a loan is an example of such a decision, as it depends on the customer's attributes, behaviors, preferences, and needs. The other options are examples of decisions that are not related to customer interactions, but rather to operational or analytical processes. Verified Reference: [Pega Decisioning Consultant | Pega Academy]

NEW QUESTION: 33
What is the name of the property that the system computes automatically when you use an Adaptive Model decision component?
A. Order
B. Propensity
C. Rank
D. Priority
Answer: B (LEAVE A REPLY)
Propensity is the name of the property that the system computes automatically when you use an Adaptive Model decision component. Propensity is a measure of how likely a customer is to accept an action, based on their past behavior and profile. An Adaptive Model component uses machine learning to calculate the propensity for each action and store it in a property with the same name as the action. Verified References: Pega Academy - Decisioning Consultant - Using adaptive models

NEW QUESTION: 34
U+ Bank wants to use Pega Customer Decision Hub to display a credit card offer, the Standard Card, to every customer who logs in to the bank website. What three of the following artifacts are mandatory to implement this requirement7 (Choose Three)
A. Customer engagement policies.
B. An action and the associated web treatment.
C. Real-time containers.
D. Customer contact policies.
E. A business structure.
Answer: B,C,E (LEAVE A REPLY)
To implement this requirement, you need to create an action and the associated web treatment, a real-time container, and a business structure. An action is a proposition that you want to present to a customer, such as a credit card offer. A treatment is the way you present the action to a customer, such as an image or a text message. A real-time container is a configuration that defines how to deliver actions and treatments to a specific channel, such as a website or a mobile app. A business structure is a hierarchy of business groups and business issues that organizes actions into

meaningful categories. Verified References: Pega Academy - Decisioning Consultant - Creating actions and treatments, Pega Academy - Decisioning Consultant - Configuring real-time containers, [Pega Academy - Decisioning Consultant - Defining business structure]

NEW QUESTION: 35

U+ Bank has recently implemented Pega Customer Decision Hub. As a first step, the bank went live with the contact center to improve customer engagement. Now, U+ Bank wants to extend its customer engagement through the web channel. As a decisioning architect, you have created the new set of actions, the corresponding treatments, and defined a new trigger in the Next-Best-Action Designer for the new web channel.

What else do you configure for the new treatments to be present in the next-best-action recommendations?

A. Create a channel strategy specifically for web.

B. Change the generated decision strategy.

C. Modify the Next-Best-Action Framework strategy to cater to the new web channel.

D. No need to do anything. The strategy is auto-generated.

Answer: D (LEAVE A REPLY)

When you create a new trigger in the Next-Best-Action Designer, Pega Customer Decision Hub automatically generates a decision strategy for that trigger and channel. You do not need to create or modify any strategies manually. Verified Reference: Pega Academy - Decisioning Consultant - Creating triggers

NEW QUESTION: 36

MyCo, a telecom company, wants to Include offer-related images in the emails that they send to their qualified customers. As a decisioning architect, what best practice do you follow to include images in emails?

A. Directly embed images in the email.

B. Provide links to images In the email.

C. Attach images to the email.

D. Host images on an external server.

Answer: (SHOW ANSWER)

NEW QUESTION: 37

U+ Bank, a retail bank, has recently implemented a project in which qualified customers see mortgage offers when they log in to the web self-service portal.

Currently, only the customers who satisfy the following engagement policy conditions receive the Fifteen- year fixed-rate mortgage offer:

The bank decides to make two changes:

1. Update the suitability condition for the Fifteen-year fixed-rate mortgage offer.
2. Introduce a new offer , Twenty-year fixed-rate mortgage.

The following table shows the new engagement policy conditions for both mortgage offers:

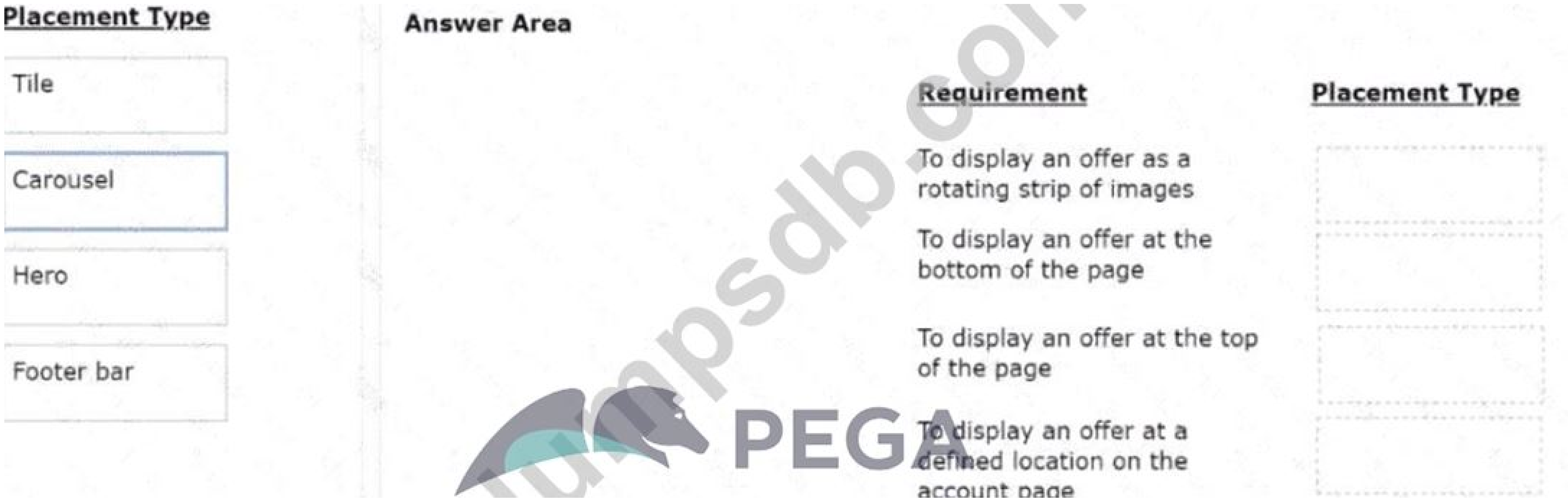
Offer	Eligibility	Applicability	Suitability
Fifteen-year fixed-rate mortgage	Age >= 18	Annual Income > 10000	Credit Score > 450
Twenty-year fixed-rate mortgage	Age >= 18	Annual Income > 12000	Credit Score > 600

What is the best practice to fulfill this change management requirement in the Business Operations Environment?

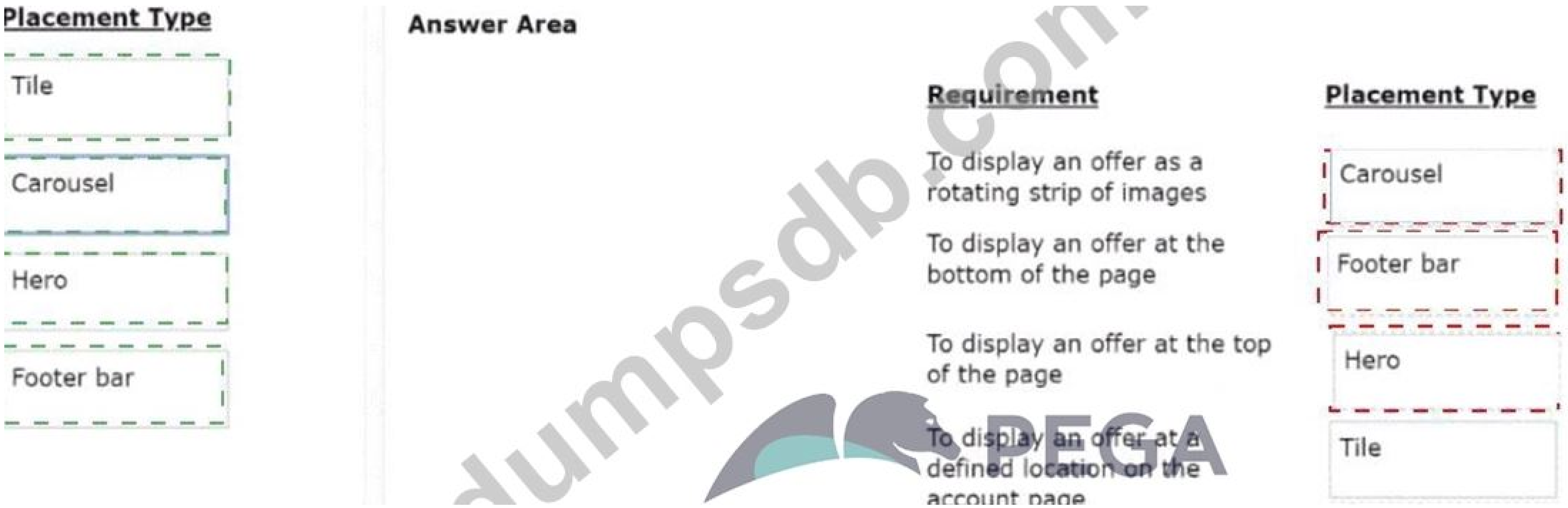
A. Create a single change request in the 1:1 Operations Manager portal.

B. Create a single change request in the Pega Customer Decision Hub portal.
C. Create two change requests in the 1:1 Operations Manager portal.
D. Create two change requests: one in the Pega Customer Decision Hub portal and the other in the 1:1 Operations Manager portal.
Answer: A (LEAVE A REPLY)
According to the best practice, a single change request should be created in the 1:1 Operations Manager portal, because both changes are related to the engagement policies and propositions that are managed in this portal. The Pega Customer Decision Hub portal is used to design and test the decision strategies, not the engagement policies and propositions. Verified References: Pega Decisioning Consultant | Pega Academy

NEW QUESTION: 38
U+ Bank has decided to use the Pega Customer Decision Hub, M 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.

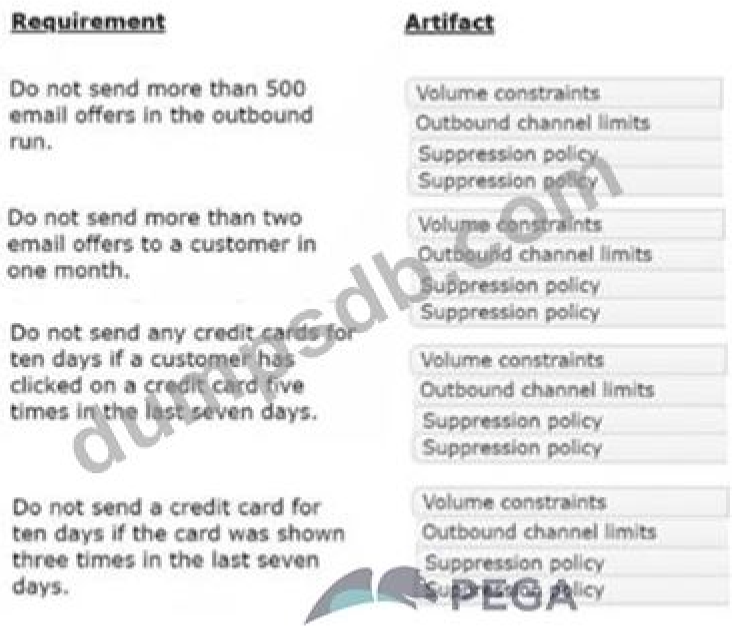


Answer:

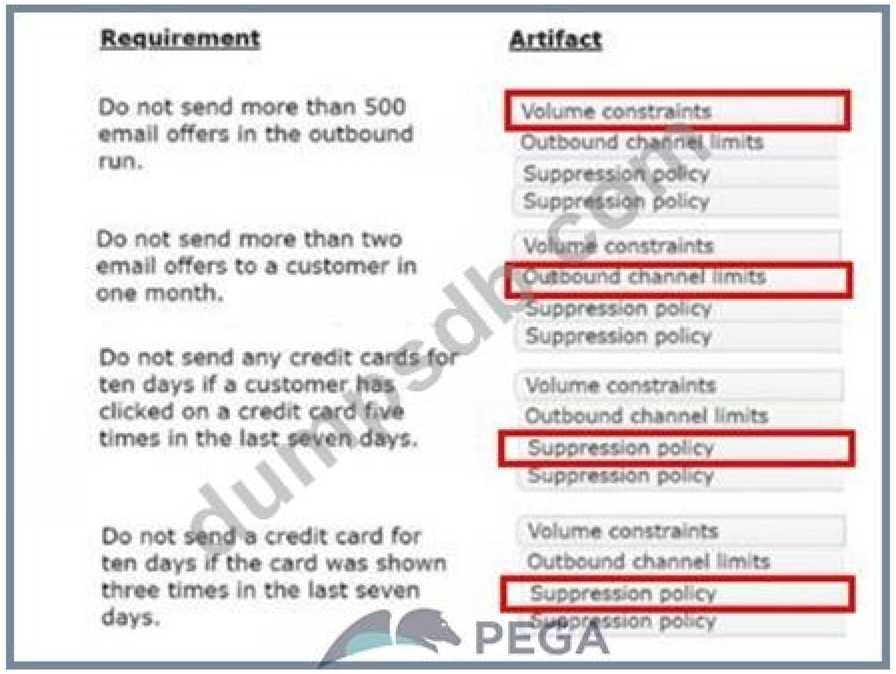


Explanation:
A screenshot of a computer screen AI-generated content may be incorrect.

NEW QUESTION: 39
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:



NEW QUESTION: 40
As a decisioning architect, 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. Resource Planning
B. Service
C. Retention

D. Collections
E. Accounting
Answer: (SHOW ANSWER)
The Next-Best-Action strategy is a customer-centric approach that aims to deliver the most relevant and valuable proposition for each customer at any given moment. You can use the Next-Best-Action strategy to address various business issues that involve customer interactions, such as service, retention, and collections. Service is the process of providing assistance and support to customers who have questions or problems. Retention is the process of preventing customers from leaving or switching to competitors. Collections is the process of recovering unpaid debts from customers who are delinquent or defaulting on their obligations. These are all business issues that can benefit from using the Next-Best-Action strategy. Verified Reference: [Pega Decisioning Consultant | Pega Academy]

NEW QUESTION: 41
You are a decisioning architect responsible for configuring offer prioritization for home loan offers based on the business requirements. Select each prioritization factor on the left and drag it to the correct condition on the right.
Answer:
A close-up of a document AI-generated content may be incorrect.

NEW QUESTION: 42
U+ Bank, a retail bank, is currently presenting a cashback offer on its website.
Currently, only the customers who satisfy the following engagement policy conditions receive the cashback offer:
While continuing cross-selling on the web, the bank now wants to present the cashback offer through a new channel, SMS. The bank also wants to update the suitability condition by lowering the threshold of the debt-to-income ratio from 48 to 45.
As a business user, what are the two tasks that you define to update the cashback offer? (Choose Two)
A. Add a new treatment.
B. Edit an existing treatment.
C. Edit the engagement policy.
D. Edit the action details.
E. Remove existing treatment.
Answer: C,D (LEAVE A REPLY)
To update the cashback offer, you need to edit the engagement policy and the action details. Editing the engagement policy allows you to add a new channel (SMS) and update the suitability condition (lowering the debt-to-income ratio). Editing the action details allows you to specify the treatment for each channel (web and SMS). Verified Reference: [Pega Decisioning Consultant | Pega Academy]

NEW QUESTION: 43
A financial institution has created a new policy that states the company will not send more than 500 emails per day. Which option allows you to implement the requirement?
A. Suppression rules
B. Outbound channel limits
C. Applicability rules
D. Volume constraints
Answer: D (LEAVE A REPLY)
Volume constraints allow you to limit the number of times an action is presented to customers across one or more channels. You can use volume constraints to implement a policy that restricts the number of emails sent per day. Outbound channel limits are used to limit the number of customers contacted per channel per run, not per day. Suppression rules are used to exclude customers from

receiving an action based on certain conditions, such as opt-out preferences or recent purchases. Applicability rules are used to determine whether an action is relevant for a customer based on their profile or context, not based on the number of times the action is presented. Verified Reference: Certified Pega Decisioning Consultant | Pega Academy, Volume constraints

NEW QUESTION: 44

The U+ Bank marketing department currently promotes various home loan offers to qualified customers.

Now, the bank does not want customers to receive more than four promotional emails per quarter, regardless of past responses to that action by the customer.

Which option allows you to implement the business requirement?

A. Volume constraints

B. Outbound channel limits

C. Suppression policies

D. Suitability rules

Answer: A (LEAVE A REPLY)

Volume constraints allow you to limit the number of times an action is presented to customers across one or more channels. You can use volume constraints to implement the requirement that customers do not receive more than four promotional emails per quarter, regardless of past responses to that action by the customer.

You can configure the volume constraint to limit the number of actions per channel per quarter and select the option to ignore previous responses. Outbound channel limits are used to limit the number of customers contacted per channel per run, not per quarter. Suppression policies are used to exclude customers from receiving an action based on certain conditions, such as opt-out preferences or recent purchases, not based on the number of times the action is presented. Suitability rules are used to determine whether an action is suitable for a customer based on their propensity, priority, or other criteria, not based on the number of times the action is presented.

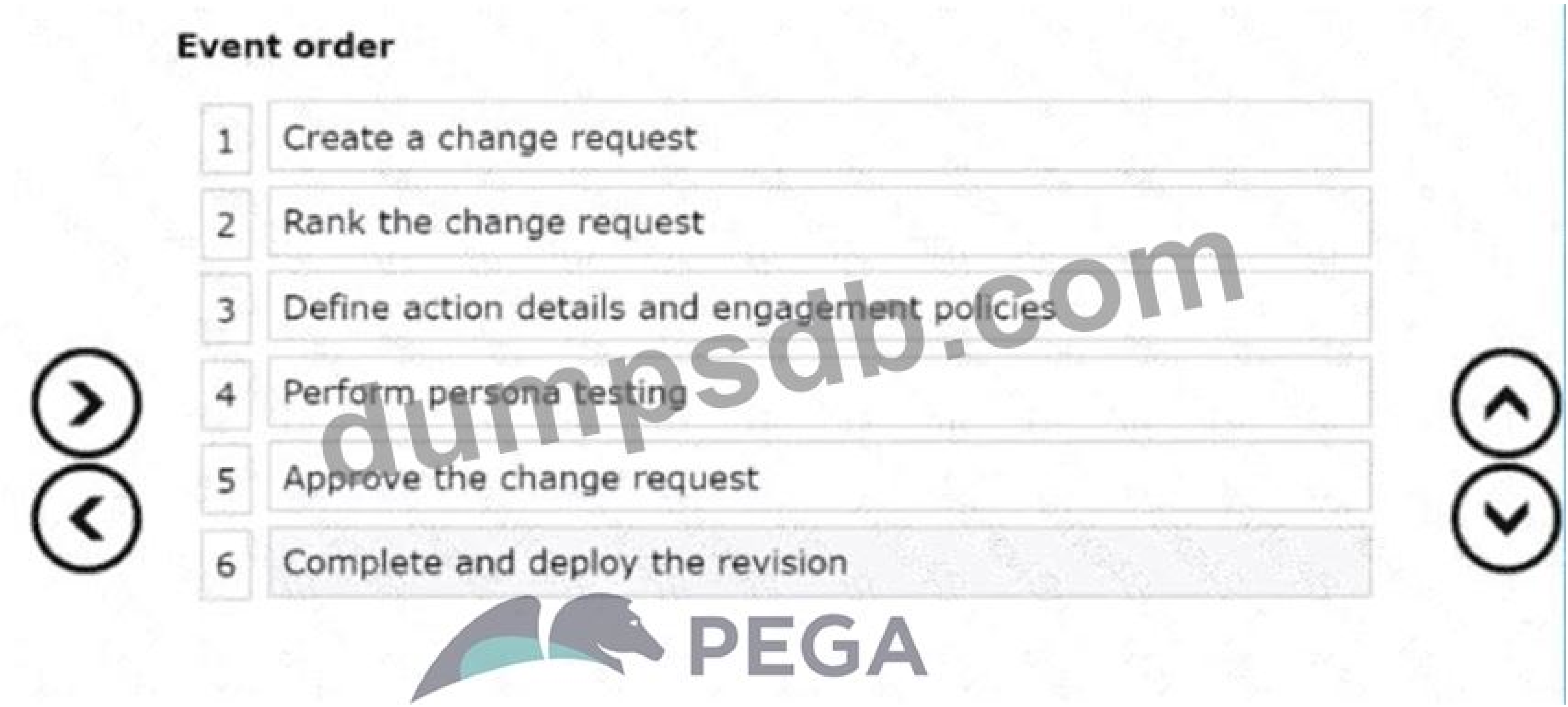
NEW QUESTION: 45

U+ Bank, a retail bank, is cross-selling on the web by showing various credit card offers to its customers.

The bank wants to introduce a new offer in the Business Operations Environment. Place the steps in the correct order of implementation.

Answer:

A screenshot of a computer AI-generated content may be incorrect.



NEW QUESTION: 46

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. Actions outside a customer journey are upweighted to ensure that the system also takes them into consideration.

B. Active customer journeys become inactive when Pega AI detects a better action outside the journey.

C. Customers are placed in all available customer journeys from the start to ensure that the system takes all actions into consideration.

D. Customers can participate in multiple customer journeys simultaneously.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 47

In a decision strategy, you can use aggregation components to____________.

A. set a text value to a strategy property

B. make calculations based upon a list of actions

C. choose between actions

D. filter actions based on priority and relevance

Answer: (SHOW ANSWER)

Aggregation components are used to perform calculations on a list of actions, such as sum, average, count, minimum, or maximum. For example, you can use an aggregation component to calculate the total value of all the actions in a group. Verified References: Pega Academy - Decisioning Consultant - Aggregating actions

NEW QUESTION: 48

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 (LEAVE A REPLY)

A customer might receive an action that they already accepted if the volume constraint for that action is not configured to exclude previously accepted offers. This option can be enabled by selecting the Exclude previously accepted actions checkbox in the volume constraint configuration. The action suitability conditions are used to determine whether an action is suitable for a customer based on their propensity, priority, or other criteria, not based on their previous responses. The suppression rules are used to exclude customers from receiving an action based on certain conditions, such as opt-out preferences or recent purchases, not based on their previous responses. The actions are filtered based on eligibility before applying the volume constraints, so this option does not explain why a customer might receive an action that they already accepted. Verified Reference: Certified Pega Decisioning Consultant | Pega Academy, Volume constraints

NEW QUESTION: 49

A decisioning architect wants to use the customer properties income and age in a Filter component. Which decision component is required to enable access to these properties?

A. Proposition Data
B. Set Property
C. None, properties are available
D. Data Import
Answer: D (LEAVE A REPLY)
To enable access to customer properties in a Filter component, you need to use a Data Import component. A Data Import component allows you to read data from various sources, such as data sets, data pages, or data flows, and make it available for other components in the strategy. In this case, you need to use a Data Import component that reads from a customer data source that contains income and age properties. Verified Reference: Pega Academy - Decisioning Consultant - Importing data

NEW QUESTION: 50
MyCo, a telecom company, uses Pega Customer Decision Hub to present offers to qualified customers. The business recently decided to send offer messages through the email channel. The Design department has designed an email treatment which includes dynamic placeholders.
As a deaccessioning architect, what do you use in order to test the visualization and the rendering of the email content, including replacing of the placeholders with customer information?
A. A seed list from the Test email tab
B. A list of customer email addresses from the Test email tab
C. Schedule an outbound run with a limited number of customers
D. Preview section from the email content editor
Answer: A (LEAVE A REPLY)
To test the visualization and the rendering of the email content, including replacing of the placeholders with customer information, you use a seed list from the Test email tab. A seed list is a predefined set of customers that you can use to test your email treatments before sending them to your target audience. You can select one or more customers from the seed list and send them a test email with your treatment. You can then verify how the email looks in their inbox and how the placeholders are replaced with their actual values. Verified References: [Pega Academy - Decisioning Consultant - Testing email treatments]

NEW QUESTION: 51
MyCo, a mobile company, uses Pega Customer Decision Hub to display offers to customers on its website.
The company wants to present more relevant offers to customers based on customer behavior. The following diagram is the action hierarchy in the Next-Best-Action Designer.

The company wants to present offers from both the groups and arbitrate across the two groups to select the best offer based on customer behavior.
As a decisioning architect, what must you do to present offers from the two groups?
A. Enable an engagement policy for the second group.
B. Map a real-time container to the Top-level or Issue-level.

C. Set contact limits for both the groups.
D. Create a decision strategy at the Issue-level
Answer: (SHOW ANSWER)
To present offers from the two groups, you must map a real-time container to the Top-level or Issue-level. A real-time container is a configuration that defines how to deliver offers and treatments to a specific channel, such as a website or a mobile app. By mapping a real-time container to the Top-level or Issue-level, you can enable all the offers under that level to be available for delivery through that channel. Verified References: Pega Academy - Decisioning Consultant - Configuring real-time containers

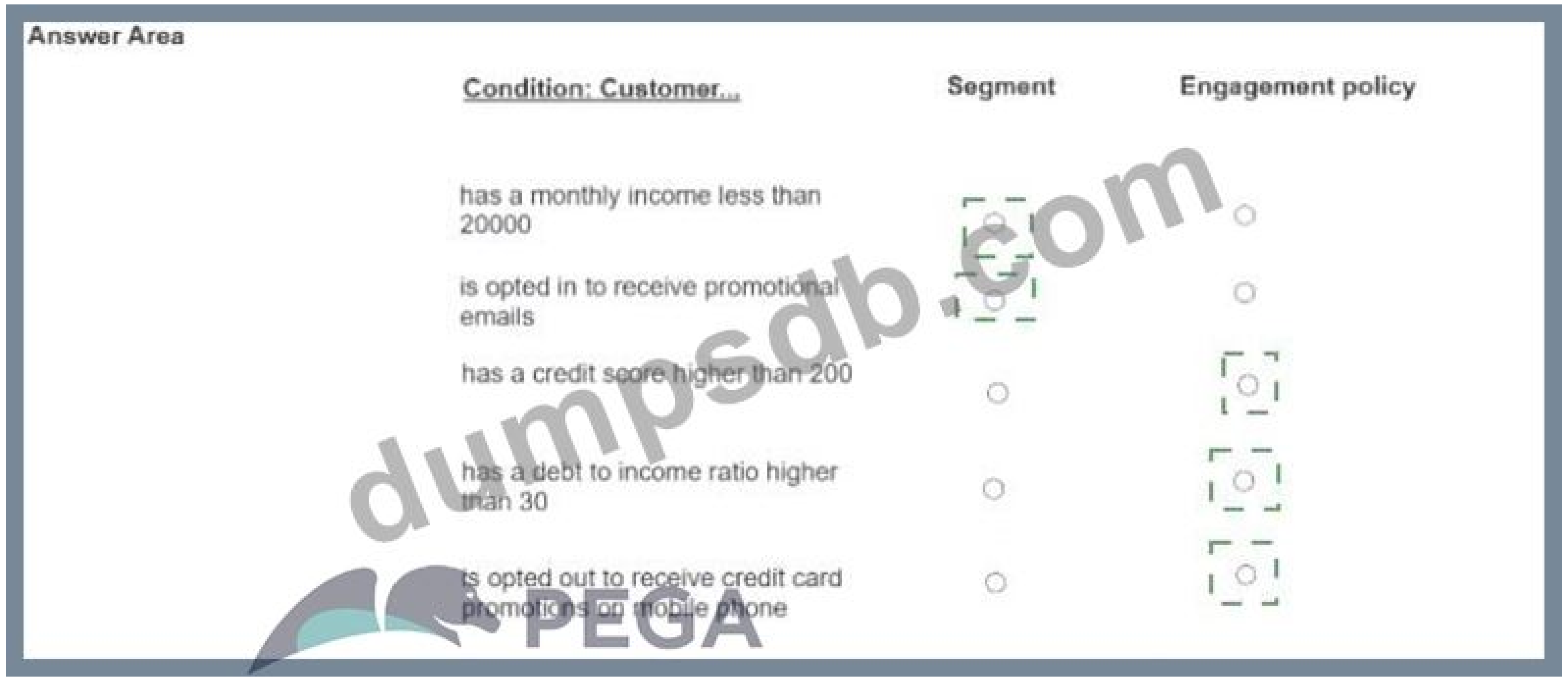
NEW QUESTION: 52
U+ Bank follows all engagement policy best practices to present credit card offers on their website. The bank has introduced a new credit card offer, the Rewards card. Anna, an existing customer, currently holds a higher value card, Premier Rewards, and does not see the new Rewards card offer.
What condition possibly prevents Anna from seeing the new Rewards card offer?
A. Suppression rules
B. Suitability
C. Applicability
D. Eligibility
Answer: (SHOW ANSWER)
Suppression rules are used to prevent customers from seeing offers that are not relevant or appropriate for them. For example, if a customer already has a higher value card, they should not see a lower value card offer. Therefore, suppression rules are the most likely condition that prevents Anna from seeing the new Rewards card offer. Verified Reference: [Pega Decisioning Consultant | Pega Academy]

NEW QUESTION: 53
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 wantsto identify the starting population by defining a few high-level criteria ina 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

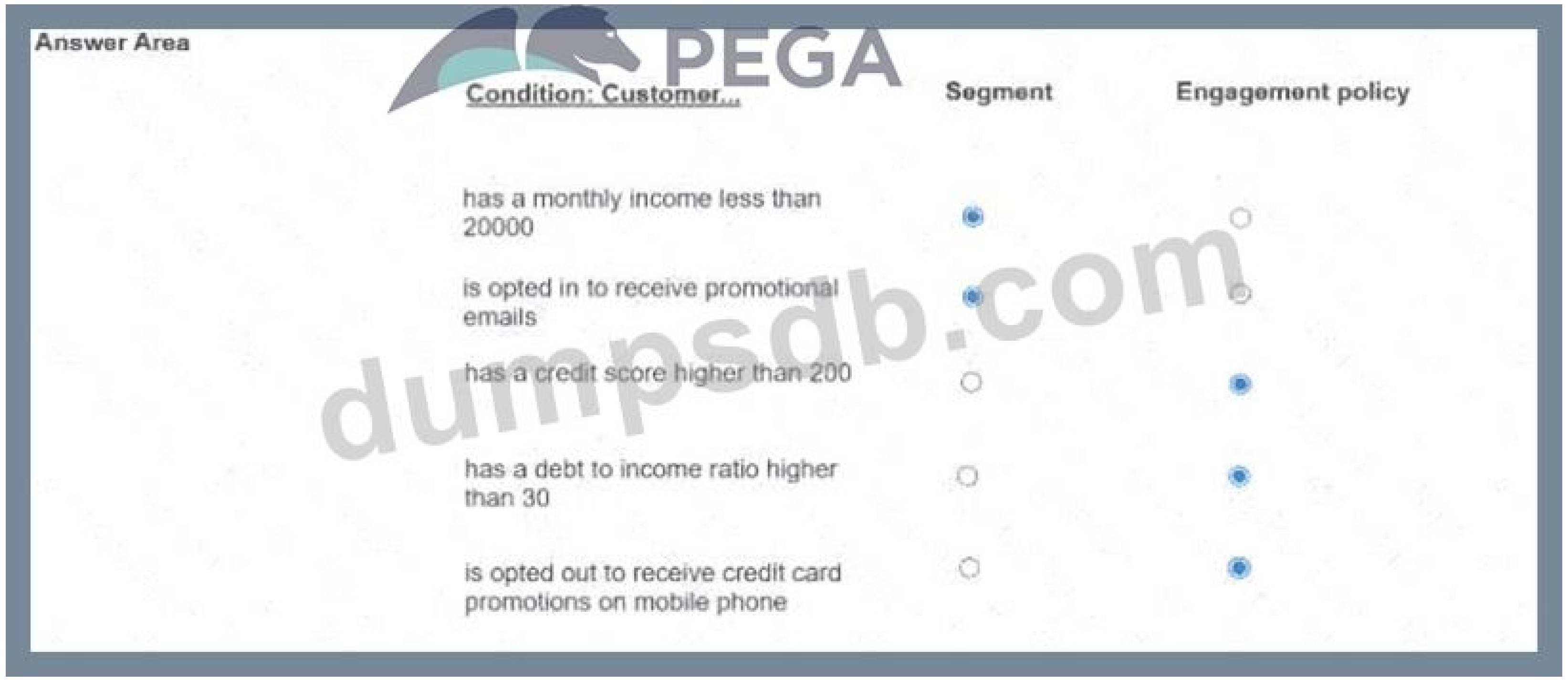
Answer Area

Condition: Customer...	Segment	Engagement policy
has a monthly income less than 20000	○	○
is opted in to receive promotional emails	○	○
has a credit score higher than 200	○	○
has a debt to income ratio higher than 30	○	○
is opted out to receive credit card promotions on mobile phone	○	○

Answer:



Explanation:



NEW QUESTION: 54

As a Customer Service Representative, you present an offer to a customer who called to learn more about a new product. The customer rejects the offer. What is the next step that Pega Customer Decision Hub takes?

A. Stops presenting offers to the customer

B. Adds the customer to the potential churn list

C. Reevaluates the Next-Best-Action

D. Sends a detailed email about the offer

Answer: C (LEAVE A REPLY)

Pega Customer Decision Hub is a dynamic and adaptive system that constantly reevaluates the Next-Best-Action for each customer based on their interactions and feedback. If a customer rejects an offer, the system will update the customer profile and the offer performance, and then reapply the Next-Best-Action strategy to select and prioritize another offer that is more relevant and valuable for the customer. Verified Reference: [Pega Decisioning Consultant | Pega Academy]

NEW QUESTION: 55
The U+ Bank marketing department wants to leverage the next-best-action capability of Pega Customer Decision Hub on its website to promote new offers to each customer.
Place the events in the sequential order.
Answer:
A screenshot of a chat AI-generated content may be incorrect.

NEW QUESTION: 56
An outbound run identifies 150 Standard card offers, 75 on email, and 75 on the SMS channel. If the following volume constraint is applied, how many actions are delivered by the outbound run?

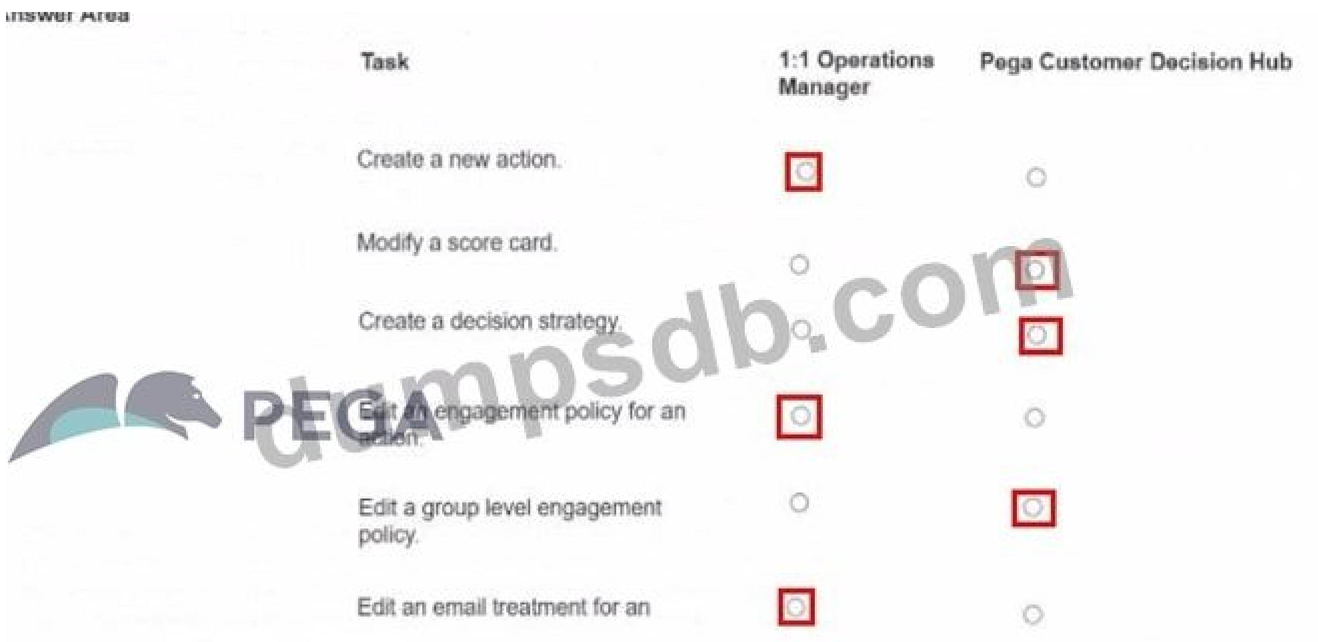
A. 150
B. 75 emails 25 SMSes
C. 75 SMSes and 25 emails
D. 100
Answer: B (LEAVE A REPLY)
The outbound run delivers 75 emails and 25 SMSes for the Standard card offer because the volume constraint is set to limit the number of actions per channel per day. The email channel has a limit of 75 actions per day, so all 75 email offers are delivered. The SMS channel has a limit of 25 actions per day, so only 25 SMS offers are delivered. The remaining 50 SMS offers are not delivered because they exceed the volume constraint.

NEW QUESTION: 57
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 perform the build tasks based on best practices.

Answer Area

Task	1:1 Operations Manager	Pega Customer Decision Hub
Create a new action.		
Modify a score card.		
Create a decision strategy.		
Edit an engagement policy for an action.		
Edit a group level engagement policy.		
Edit an email treatment for an		

Answer:



Answer Area

Task	1:1 Operations Manager	Pega Customer Decision Hub
Create a new action.	X	
Modify a score card.		X
Create a decision strategy.		X
Edit an engagement policy for an action.	X	
Edit a group level engagement policy.		X
Edit an email treatment for an	X	

NEW QUESTION: 58

U+- Bank uses Next-Best-Action Designer to configure engagement policies for different customer segments. A business user wants to create reusable policy conditions that can apply across multiple actions and campaigns. The user must understand when the save-to-library feature is available.

When is the save-to-library option unavailable for engagement policy conditions?

A. When the business user configures the conditions with arbitration parameters.

B. When the business user configures the conditions with strategy rules or parameterized When conditions.

C. When the business user applies conditions to group-level policies.

D. When the business user configures the conditions at the action level.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 59

MyCo, a telecom company, notices that when customers call to check on bill status, 80% of the time, they received the wrong offer promotion, leading to customer dissatisfaction. The company decides to boost customers' needs in the prioritization formula, to Improve sales in the current quarter.

Which arbitration factor do you configure to implement the requirement?

A. Propensity

B. Business weighting

C. Business value

D. Context weighting

Answer: (SHOW ANSWER)

NEW QUESTION: 60

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. Applicability rules

B. An audience

C. A customer segment

D. A prioritization formula

Answer: A (LEAVE A REPLY)

NEW QUESTION: 61

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.

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

Answer:

Task	Execution: Create a new decision strategy	Execution: Extend existing decision strategies	Execution: No strategy changes required
Create complex eligibility rule that uses a scorecard rule to determine the customer credit score.	$\boxed{\circ}$	○	○
Create a new tracking time period for 20 days.	○	$\boxed{\circ}$	○
Enable a new channel.	○	○	$\boxed{\circ}$
Use business levers to boost an offer.	○	○	$\boxed{\circ}$

NEW QUESTION: 62

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

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: B (LEAVE A REPLY)

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