

Pega Certified Decisioning Consultant (PCDC) 87v1

1. When a customer is offered an action that they already accepted, this is because_____.

A. the strategy is not customized to exclude previously accepted offers

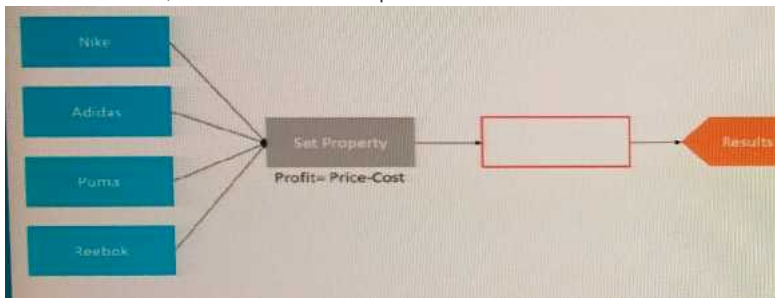
B. there are no suppression rules defined

C. the actions are filtered based on eligibility

D. the customer intent was captured incorrectly

Answer(s): A

2. The following decision strategy outputs the most profitable shoe a retailer can sell. The profit is the selling Price of the shoe, minus the Cost to acquire the shoe.



The details of the shoes are provided in the following table:

Action	Price	Cost	Profit
Nike	\$69	\$59	\$10
Adidas	\$65	\$45	\$20
Puma	\$85	\$65	\$20
Reebok	\$75	\$50	\$25

According to the decision strategy, what is the output of component in the blank space highlighted in red?

A. Nike, Adidas, Puma, Reebok

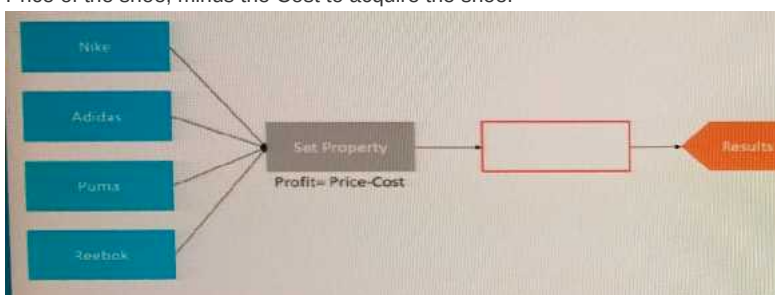
B. Reebok, Puma, Adidas, Nike

C. Reebok

D. Nike

Answer(s): C

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What is the number of outputs that each component has?

A. Set-Property=1, Results=4

B. Set-Property=4, Results=4

C. Set-Property=1, Results=1

D. Set-Property=4, Results=1

Answer(s): B

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

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

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

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

Answer(s): A

5. To reference a customer property in a strategy, you need to prefix the property name with the keyword _____.

A. "."

B. "Customer."

C. "Data."

D. No prefix. Use directly the property name.

Answer(s): B

6. In a Decisioning Strategy, which decision component is required to enable access to the Customer properties like age, income, etc.?

A. None, properties are available

B. Set Property

C. Data Import

D. Proposition Data

Answer(s): C

7. What is the name of the property that is automatically recomputed for each decision component?

A. Rank

B. Priority

C. Order

D. Propensity

Answer(s): B

8. 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(s): C

9. What does a solid arrow from a "Set Property" component to a "Filter" component mean?

A. There is a one-to-one relationship between a "Set Property" and a "Filter" component.

B. A property from the "Set Property" component is referenced by the "Filter" component.

C. To evaluate the "Set Property" component, the "Filter" component is evaluated first.

D. Information from the "Set Property" component is copied over to the "Filter" component.

Answer(s): B

10. Aggregation components provide the ability to _____.

A. filter actions based on priority and relevance

B. make calculations based upon a list of actions

C. choose between actions

D. set a text value to a strategy property

Answer(s): B

11. DRAG DROP (Drag and Drop is not supported)

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	

A. See Explanation section for answer.

Answer(s): A

12. 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(s): A

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else if	200	400	20000	Fair
else if	100	200	10000	Poor
else if	50	100	1000	Very Poor
Otherwise				Very Poor

Which property allows you to use the risk segment computed by the decision table in the decision strategy?

A. pxOutcome

B. pxResult

C. pxSegment

D. pxRiskSegment

Answer(s): A

14. HOTSPOT (Drag and Drop is not supported)

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 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"/>

A. See Explanation section for answer.

Answer(s): A

15. U+ Bank wants to offer credit cards only to customers with a low-risk profile. The customers are divided into various risk segments from AAA to CCC. The risk segmentation rules that the business provides use the Age and the customer Credit Score based on the following table. The bank uses a scorecard model to determine the customer Credit Score.

Age	Credit Score	Risk Segmentation
<18	>100	CCC
>18	>350	BBB
>25	>500	AAA

As a decisioning consultant, how do you implement the business requirement?

A. Add the risk segmentation rules in the Results tab of the scorecard rule.

B. Add a decision table to a decision strategy and pass the credit score as the parameter.

C. Add a decision table to a decision strategy and reference it in the scorecard component.

D. Add three contact policies that correspond to the three risk segments.

Answer(s): B

16. 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(s): A C

17. HOTSPOT (Drag and Drop is not supported)

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

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

A. See Explanation section for answer.

Answer(s): A

18. MyCo, a telecom company, introduced fiber optic service in the northern region of the country. They want to advertise this service on their website by using a banner and target the customers living in that area.

What do you need to configure in the Next-Best-Action Designer to implement this requirement?

- A. Applicability rules
- B. Audience
- C. Prioritization formula
- D. Customer segment

Answer(s): D

19. HOTSPOT (Drag and Drop is not supported)

U+ Bank, a retail bank, has introduced a credit cards group with Gold card and Platinum card offers. The bank wants to present these two offers based on the following criteria:

1. For both cards, customers must be above the age of 18
 2. Offer both cards only if the customer does not explicitly opt-out of any direct marketing for credit cards
 3. Platinum card is suitable for customers with the Credit Score > 500
- As a decisioning consultant, how do

you implement this requirement? In the Answer Area, select the correct engagement policy for each criterion.

Criteria	Engagement policy
Age	Action-level suitability Action-level applicability Group-level eligibility Group-level applicability
Opt-out	Action-level suitability Action-level applicability Group-level eligibility Group-level applicability
Credit Score	Action-level suitability Action-level applicability Group-level eligibility Group-level applicability

A. See Explanation section for answer.

Answer(s): A

20. U+ Bank uses Pega Customer Decision Hub™ to display an offer to its customers on the U+ Bank website.

The bank wants to ensure that Silver credit cards are not offered to customers under 27 years of age. They also want to ensure that Platinum cards are offered only to customers who had a positive balance in the last year.

What do you configure in the Next-Best-Action Designer to achieve this outcome?

A. Engagement policies

B. Contact policy rules

C. Customer segments

D. Arbitration rules

Answer(s): A
