

Practice Exam Questions



Certified Pega Decisioning Consultant



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Pegasystems

Exam PEGAPCDC87V1

Certified Pega Decisioning Consultant (PCDC) 87V1

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[Total Questions: 171]

Question No : 1

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

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: C

Question No : 2

A bank wants to automatically pause actions that are shown too often for a specific time period. Which rules do you need to define?

- A. Suitability rules
- B. Eligibility rules
- C. Suppression rules
- D. Applicability rules

Answer: C

Question No : 3 CORRECT TEXT

Reference module: Testing engagement policy conditions using audience simulation

U+ Bank, a retail bank, recently implemented a project in which mortgage offers are presented to qualified customers when the customers log in to the web self-service portal. As one of the offers is not performing well, the business wants to understand how many customers qualify for the offer. As a Decisioning Consultant, which simulation do you run to check how many customers qualify for an action?

Answer: Persona Testing

Answer: Ethical Bias Check

Answer: Pega Scenario Planner

Answer: Audience simulation

Answer: D

Question No : 4

Which two of these statements are true about creating segments? (Choose Two)

- A.** In a segment you can reference customer properties OR another segment, but not both
- B.** A segment run can be triggered by the Next-Best-Action outbound schedule
- C.** The list of customers in a segment can be viewed from within the segment
- D.** When building the segment, if you want to know the count resulting from the criteria defined so far, the only way to do this is by running the segment
- E.** The result of a criteria group can be combined with the result above it using AND and OR operators

Answer: B,C

Question No : 5

A bank is currently displaying a group of mortgage offers to its customers on their website. The bank wants to suppress the mortgage group for 1 month if a customer ignores three mortgage offers within that group. How do you define the suppression rule for this requirement?

- A.** Suppress a group of actions for 30 days if there are 3 rejects for any channel
- B.** Suppress an action for 30 days if there are 3 impressions for any channel without a click
- C.** Suppress a group of actions for 30 days if there are 3 impressions for the web channel without a click
- D.** Suppress an action for 30 days if there are 3 rejects for web channel

Answer: C**Question No : 6**

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: A,C**Question No : 7 DRAG DROP**

A financial institution wants to add a new tracking period to track its customers' response over 15 days in various channels. Once the response is tracked, they want to suppress the credit card actions if customers ignore it three times within 15 days.

Put the steps in the correct order to implement this task.

Steps	Implementation order
Create the suppression rule for the credit card actions per the requirement.	
Extend the <i>CheckSpecificChannelLimits</i> and <i>CheckAllChannelLimits</i> strategies to include the Interaction History Summary rule.	
Create a new Interaction History Summary rule and field value to track responses to actions over 15 days.	
Create contact policies for the new tracking period per the requirement.	

Answer:

Steps	Implementation order
Create the suppression rule for the credit card actions per the requirement.	Create a new Interaction History Summary rule and field value to track responses to actions over 15 days.
Extend the <i>CheckSpecificChannelLimits</i> and <i>CheckAllChannelLimits</i> strategies to include the Interaction History Summary rule.	Create the suppression rule for the credit card actions per the requirement.
Create a new Interaction History Summary rule and field value to track responses to actions over 15 days.	Extend the <i>CheckSpecificChannelLimits</i> and <i>CheckAllChannelLimits</i> strategies to include the Interaction History Summary rule.
Create contact policies for the new tracking period per the requirement.	Create contact policies for the new tracking period per the requirement.

Question No : 8

A telco wants to add a contact policy that will suppress an action for 30 days if it was rejected twice in any channel in the last 15 days. How do you define the suppression rule for the contact policy?

- A.** Suppress a group of actions for 30 days if there are 2 rejects in the web channel in the last 15 days
- B.** Suppress a group of actions for 30 days if there are 2 rejects for any channel in the last 15 days
- C.** Suppress an action for 30 days if there are 2 rejects in the web channel in the last 15 days
- D.** Suppress an action for 30 days if there are 2 rejects for any channel in the last 15 days

Answer: D

Question No : 9

U+ Bank, a retail bank, wants to begin promoting credit card offers via email to qualified customers. The business would like to ensure that the outbound run always uses the latest customer information.

What do you configure to implement this requirement?

- A.** Trigger an external ETL (Extract-Transform-Load) process
- B.** Select Refresh the audience
- C.** Run the starting population segment daily
- D.** Select different audience sample with similar profile

Answer: B

Question No : 10

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

Answer: A

Question No : 11

Reference module: Creating eligibility rules using customer risk segments.

U+ Bank uses a decision table to return a label for a customer. Examine this decision table and select which label is returned for a customer with a credit score of 115 and an average balance of 15000.

	Credit Score	Average Balance	Result
	≥	≥	
If	130	30000	A
Else if	110	20000	B
Else if	90	10000	C
Else if	70	1000	D
Other wise			B

- A. C
- B. B
- C. A
- D. D

Answer: A

Question No : 12

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 : 13

You are the decisioning consultant 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. Customer contact policy
- C. Offer eligibility
- D. Offer relevancy

Answer: A

Question No : 14

For a limited time period, a bank wants to avoid sending promotional emails related to credit card offers to a customer if they have already received one. Which rule do you need to define to implement this business requirement?

- A. Applicability rules
- B. Customer contact limits
- C. Suppression policy
- D. Volume constraints

Answer: C

Question No : 15

Which statement best describes the goal of Next-Best-Action?

- A. Balance customer needs with business objectives
- B. Ensure that every customer receives the same action
- C. Ensure that the customer is always given a desirable offer
- D. Provide insight into business processes

Answer: A

Question No : 16

In an organization, customer actions are applicable to various business issues. What is the best way to organize them?

- A. Into a two-level hierarchy: Group > Actions
- B. Into a simple flat list including all actions
- C. Into a three-level hierarchy: Business issue > Group > Actions
- D. The business structure is organized into a three-level hierarchy
- E. Into a two-level hierarchy: Business issue > Actions

Answer: C

Question No : 17

U+ Bank uses a Next-Best-Action decision strategy to automatically approve credit card limit changes requested by customers. 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	USD 1000
<175	USD 2000
Otherwise	USD 3000

The bank wants to change the threshold value for the USD 2000 credit limit from "<175" to "<200".

As a Strategy Designer, how do you implement this change?

- A. Change in the strategy the condition from ".pxSegment <=175" to ".pxSegment <=200"
- B. Map the score value in the decision strategy to "<=200".
- C. Change the cutoff value in the results tab of the scorecard decision component
- D. Change the cutoff value in the results tab of the scorecard model

Answer: D

Question No : 18

U+, 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. To show the offers per the bank's requirements, the bank added all existing contact policy conditions. What is the immediate next step they should take?

- A. Go live for all customers and check the performance on a weekly basis
- B. Add unit tests using persona testing before going live
- C. Conduct numerous what-if simulations before going live
- D. Go live for a limited number of customers and check the performance on a daily basis

Answer: B

Question No : 19

U+ Bank, a retail bank, wants to include offer related images in the emails that they send to their qualified customers. As a decisioning consultant, what best practice must you follow to include images in the emails?

- A. Provide links to images in the email
- B. Host images on an external server
- C. Embed images in the email directly
- D. Attach images to the email

Answer: A

Question No : 20

Reference module: Analyzing customer distribution using Pega Value Finder.

As a Decisioning Consultant, you have just implemented a project to present mortgage offers to customers on their self-service portals. The bank asks you to pull data on the distribution of the offers to well-engaged, under-engaged, or not-engaged customers. Which simulation do you run to get the required information?

- A. Distribution Test