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NEW QUESTION: 1

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 at the action level.
- B. When the business user configures the conditions with arbitration parameters.
- C. When the business user configures the conditions with strategy rules or parameterized When conditions.
- D. When the business user applies conditions to group-level policies.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 2

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. Customers are placed in all available customer journeys from the start to ensure that the system takes all actions into consideration.
- B. Active customer journeys become inactive when Pega AI detects a better action outside the journey.
- C. Customers can participate in multiple customer journeys simultaneously.
- D. Actions outside a customer journey are upweighted to ensure that the system also takes them into consideration.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 3

U+ Bank implemented a customer journey for its customers. The journey consists of three stages. The first stage raises awareness about available products, the second stage presents available offers, and in the last stage, customers can talk to an advisor to get a personalized quote. The bank wants to actively increase offers promotion over time.

What action does the bank need to take to achieve this business requirement?

- A. Enable increasing stage upweighting for the second stage of the journey.
- B. Upweight the propensity by adding more predictors that fit the target customers and repeat this process over time.
- C. Enable increasing stage upweighting for the first stage of the journey.
- D. Enable constant stage upweighting for the second stage of the journey.

Answer: A (LEAVE A REPLY)

Increasing stage upweighting is a feature that allows you to gradually increase the weight of a stage over time, making the offers in that stage more likely to be selected. This is useful for promoting offers that are time- sensitive or have a limited availability. In this case, the bank wants to actively increase offers promotion over time, so enabling increasing stage upweighting for the second stage of the journey, where the offers are presented, is the best option. Verified

References: [Pega Decisioning Consultant | Pega Academy]

NEW QUESTION: 4

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 left and drag it to the correct requirement on the right.

Requirements

- Group By
- Set Property
- Scorecard

Component

- Determine target budget to retain a customer
- Compute sum of profit
- Determine customer credit score

Answer:



Explanation:



NEW QUESTION: 5

Acme Retail uses Pega Customer Decision Hub to present various offers to its customers. The company notices that some high-value customers are not receiving any offers. The marketing team wants to identify these underserved customers.

Which tool in Pega Customer Decision Hub can Acme Retail use to identify segments of customers who are not receiving relevant offers?

- A. CDH Assistant
- B. Scenario Planner
- C. Value Finder
- D. Application Overview

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 6

MyCo, a telecom company, wants to introduce a new group of offers called Tablets for all customers. As a decisioning architect, which two valid actions do you create? (Choose Two)

- A. Tablet operating system
- B. 5% discount on the price
- C. Netflix subscription for 12 months
- D. Tablet serial number

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 7

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 two change requests in the 1:1 Operations Manager portal.
- C. Create a single change request 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: B (LEAVE A REPLY)

NEW QUESTION: 8

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 References: Certified Pega Decisioning Consultant | Pega Academy, Volume constraints

NEW QUESTION: 9

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 References: [Pega Decisioning Consultant | Pega Academy]

NEW QUESTION: 10

1yCo, a telecom company, wants to start promoting data plan offers through SMS to qualified customers. The marketing team needs to ensure that the outbound run always uses the latest customer information.

What do you configure to implement this requirement?

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

Answer: A (LEAVE A REPLY)

To implement this requirement, you need to select the Refresh the audience checkbox in the outbound run configuration. This option allows you to refresh the audience data before each run by executing a data flow that reads from your customer data source and updates your customer data set. This way, you can ensure that the outbound run always uses the latest customer information available in your system. Verified References: Pega Academy - Decisioning Consultant - Configuring outbound runs

NEW QUESTION: 11

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

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

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

To output the most profitable shoe, which component do you add in the blank space that is highlighted in red?

- A. Filter
- B. Group By
- C. Decision table
- D. Prioritize

Answer: D ([LEAVE A REPLY](#))

To output the most profitable shoe, you need to add a Prioritize component in the blank space. A Prioritize component allows you to rank actions based on one or more properties. In this case, you can rank the shoes based on the Profit property and select the highest ranked shoe as the output. Verified References: Pega Academy - Decisioning Consultant - Prioritizing actions

NEW QUESTION: 12

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. Attach images to the email.
- B. Directly embed images in the email.
- C. Host images on an external server.
- D. Provide links to images In the email.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 13

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 Constraints tab to edit customer contact limits for email channels.
- C. The Designer settings to modify global suppression rules for home loan action group.
- D. The Engagement policy tab to apply the policy to home loan action group.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 14

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: (SHOW ANSWER)

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 References: [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: 15

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 was not eligible for the last stage of the journey and the system presented an offer outside the journey.
- C. The customer can be involved in only one active journey at a given moment.

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

Answer: D (LEAVE A REPLY)

Pega Customer Decision Hub always selects and prioritizes the most relevant and valuable action for each customer at any given moment, regardless of whether the action is part of a journey or not. A journey is a way to group and organize actions that are related to a common business objective or customer need, but it does not override the Next-Best-Action strategy that determines the best action for each customer. Therefore, if a customer receives an offer that is not included in any journey, it means that the offer is more suitable and beneficial for the customer than any other offer in the journey. Verified References: Pega Decisioning Consultant | Pega Academy

NEW QUESTION: 16

MegaRetail Solutions has successfully created and approved their brand voice in Pega 1:1 Operations Manager. They have also established global directives for style, grammar, language, and compliance. Now they want to ensure that their Pega GenAI system uses this brand voice to generate marketing treatments that also maintain consistency with their established guidelines. How will MegaRetail Solutions' approved brand voice be applied in their content generation process?

- A.** Global directives override brand voice settings for compliance requirements
- B.** The system uses brand voice with global directives for consistent content generation
- C.** Brand voice replaces global directives for streamlined content creation
- D.** Brand voice applies only to manually created content, not automated generation

Answer: (SHOW ANSWER)

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NEW QUESTION: 17

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 can be involved in only one active journey at a given moment.
- 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 always receives the most relevant action, even if an action is not a part of any journey.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 18

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: 19

The development team at U+Bank wants to create multiple test personas for their new engagement strategy quickly. A team member suggests using Pega GenAI features instead of creating a manual persona to improve efficiency and speed up the testing process. Which advantage does Pega GenAI provide when creating personas compared to manual creation?

- A. Pega GenAI allows describing persona traits by using natural language to speed up creation.
- B. Pega GenAI automatically builds engagement policies for every persona it creates.

- C. Pega GenAI creates personas that do not require validation or review after generation.
- D. Pega GenAI removes the need to configure channel context during persona testing.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 20

A volume constraint uses the Return any action that does not exceed constraint mode. The following tables show the configuration of the volume constraints and the list of customers in the outbound segment:

Volume Constraints		
Key	Value	Maximum
Channel	SMS	2
Action	Silver card	1

Customers		
Interaction ID	Action	Channel
CUST-01	Gold Card	Push
CUST-02	Gold Card	Email
CUST-02	Silver Card	Push
CUST-03	Platinum Card	Email
CUST-03	Diamond Card	SMS
CUST-04	Diamond Card	Direct Mail
CUST-05	Silver Card	SMS
CUST-05	Diamond Card	Push

The outbound run selects customers in the following order to apply the volume constraints: CUST-01, CUST-02, CUST-03, and CUST-05.

Based on the configuration of the volume constraints for each channel, which offer does CUST-05 receive?

- A. None
- B. Silver card and Diamond card
- C. Diamond card
- D. Silver card

Answer: (SHOW ANSWER)

CUST-05 receives the Diamond card offer because it is the only action that does not exceed the volume constraint for the email channel. The Silver card offer has already reached its limit of 2 emails per day, so it is not eligible for CUST-05. The volume constraint mode Return any action that does not exceed means that any action that meets the eligibility and suitability criteria and does not violate the volume constraint will be returned, even if there are other actions with higher priority or propensity. Verified References: Certified Pega Decisioning Consultant | Pega Academy, Volume constraints

NEW QUESTION: 21

You are a deaccessioning architect 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.

Answer:

A close-up of a list of words AI-generated content may be incorrect.

Answer Area

<u>Requirement</u>	<u>Component</u>
Determine target budget to retain a customer	Set Property
Divide customers into risk segments	Decision table
Compute sum of profit	Group By
Determine customer credit score	Scorecard

NEW QUESTION: 22

U+ Bank observes that some customers receive the same credit card offer multiple times within a short period, which results in dissatisfaction. The bank wants to suppress a specific credit card offer if it has been shown three times within seven days.

What should you configure in the Contact Policy to prevent a specific credit card offer from being shown to a customer more than three times in seven days?

- A. Set the Tracking Level to Action and the Outcome Type to Impressions.
- B. Set the Tracking Level to Group and the Outcome Type to Clicks.
- C. Set the Tracking Level to Group and the Outcome Type to Impressions.
- D. Set the Tracking Level to Action and the Outcome Type to Clicks.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 23

What does a dotted line from a "Group By" component to a "Filter" component mean?

- A. Information from the "Group By" is copied over to the "Filter" component.
- B. To evaluate the "Group By" component, the "Filter" component is evaluated first.
- C. There is a one-to-one relationship between the "Group By" and the "Filter" components.
- D. A property from the "Group By" is referenced by the "Filter" component.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 24

U+ 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. Contact policies
- C. Engagement policies
- D. Context weighting

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 25

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 architect, how do you implement the business requirement?

- A. Add a decision table to a decision strategy and reference it in the scorecard component.
- B. Add the risk segmentation rules in the Results tab of the scorecard rule.
- C. Add three contact policies that correspond to the three risk segments.
- D. Add a decision table to a decision strategy and pass the credit score as the parameter.

Answer: D ([LEAVE A REPLY](#))

To implement the business requirement, you need to add a decision table to a decision strategy and pass the credit score as the parameter. A decision table allows you to define rules based on one or more input parameters and return an output value. In this case, you can use the credit score as an input parameter and return the risk category/grade as an output value. You can then use this output value to filter out customers who are not in the low-risk segment (AAA). Verified References: Pega Academy - Decisioning Consultant - Using decision tables

NEW QUESTION: 26

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	Engagement policy		
	Eligibility	Applicability	Suitability
The customer must not be flagged as a defaulted borrower	<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 New York City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The savings product offers are relevant only 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"/>

Answer:

Condition	Engagement policy		
	Eligibility	Applicability	Suitability
The customer must not be flagged as a defaulted borrower	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Customer already owns a higher-value offer	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Must be a resident of New York City	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The savings product offers are relevant only if the customer has not explicitly opted out of direct marketing	<input checked="" 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 checked="" type="radio"/>

Explanation:

Condition	Engagement policy		
	Eligibility	Applicability	Suitability
The customer must not be flagged as a defaulted borrower	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Customer already owns a higher-value offer	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Must be a resident of New York City	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The savings product offers are relevant only if the customer has not explicitly opted out of direct marketing	<input checked="" 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 checked="" type="radio"/>

NEW QUESTION: 27

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?

> Maximum 100 Daily with Channel: Action: StandardCard	100 remaining	<input type="checkbox"/>
> Maximum 75 Daily with Channel: Email	75 remaining	<input type="checkbox"/>
> Maximum 75 Daily with Channel: SMS	75 remaining	<input type="checkbox"/>

- 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: 28

U+ Bank, a retail bank, has recently implemented Pega Customer Decision Hub. The bank currently uses an external tool to design email content and a third-party email service provider to send emails to its customers.

As a decisioning architect, how do you recommend the bank implements this requirement?

- A. Create an external email treatment and use Customer Decision Hub to design the email.
- B. Create an Internal email treatment and use Customer Decision Hub to design the email.
- C. Create an internal email treatment and import the email content HTML.
- D. Create an external email treatment and use an external tool to design the email.

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 29

A bank has been running traditional marketing campaigns for many years. One such campaign sends an offer email to qualified customers on day one. On day five, the bank presents a similar offer if the first email is ignored.

If you re-implement this requirement by using the always-on outbound customer engagement paradigm, how do you approach this scenario?

- A. Create two segments to identify the target audience for each of the two offer emails: day one, and day five. Set up two schedules per day for the two segments.
- B. Create an action with a flow that contains two Send Email shapes, one for each email. Set appropriate wait times between the shapes.
- C. Configure the primary schedule to run daily and let the artificial intelligence (AI) choose the best action based on engagement policies.
- D. Configure a primary schedule for the original offer email and setup an ad-hoc schedule to send the second email.

Answer: C ([LEAVE A REPLY](#))

The always-on outbound customer engagement paradigm relies on AI to select the best action for each customer at any given time, based on their profile, context, and behavior. You do not need to create separate segments or schedules for different offers or timings. You can configure the primary schedule to run daily and let the AI choose the best action based on engagement policies, such as contact policies, eligibility rules, suitability rules, and arbitration. The AI will also learn from the customer responses and optimize the action selection over time.

NEW QUESTION: 30

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 MyFone14 Pro offer is prioritized over other offers?

- A. Increase the starting propensity of the MyFone 14 Pro offer.
- B. Increase the context weight of the MyFone 14 Pro offer.
- C. Increase the business weight of the MyFone 14 Pro offer.
- D. Increase the business value of the MyFone 14 Pro offer.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 31

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. Establishing consistent communication standards and visual identity across all customer touchpoints.
- B. Configuring the technical data structure required for personalized customer interactions.
- C. Creating representative customer segments that enable targeted and personalized engagement strategies.
- D. Defining the overall business objectives and strategic framework for customer engagement.

Answer: C (LEAVE A REPLY)

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NEW QUESTION: 32

U+ Bank, a retail bank, has purchased Pega Customer Decision Hub. The bank currently uses an external tool to design email content and a third-party email service provider to send emails to its customers.

As a decisioning architect, how do you recommend the bank implements this requirement?

- A. Create an external email treatment and use an external tool to design the email.
- B. Create an external email treatment and use Customer Decision Hub to design the email.
- C. Create an internal email treatment and import the email content HTML.
- D. Create an internal email treatment and use Customer Decision Hub to design the email.

Answer: A (LEAVE A REPLY)

To implement this requirement, you need to create an external email treatment and use an external tool to design the email. An external email treatment is a type of treatment that allows you to use a third-party email service provider to send emails to your customers. You can configure the external email treatment with the name of the provider, the authentication details, and the template ID that corresponds to the email content that you design using an external tool. This way, you can leverage your existing tools and processes for sending emails, while still using Customer Decision Hub to select the best actions and treatments for your customers.

Verified References: Pega Academy - Decisioning Consultant - Creating external treatments

NEW QUESTION: 33

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: (SHOW ANSWER)

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 References:

[Pega Decisioning Consultant | Pega Academy]

NEW QUESTION: 34

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?



The screenshot shows a table of volume constraints for an outbound run. The table has three rows, each with a channel and a remaining count. The first row is for Standard Card with 100 remaining. The second row is for Email with 75 remaining. The third row is for SMS with 75 remaining. The table is overlaid with a 'PEGA' watermark and a 'ram-tests' watermark.

> Maximum 100 Daily with Channel: Action: Standard Card	100 remaining	<input type="checkbox"/>
> Maximum 75 Daily with Channel: Email	75 remaining	<input type="checkbox"/>
> Maximum 75 Daily with Channel: SMS	75 remaining	<input type="checkbox"/>

- A. 75 emails 25 SMSes
- B. 100
- C. 150
- D. 75 SMSes and 25 emails

Answer: B (LEAVE A REPLY)

NEW QUESTION: 35

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 calculate the printing cost for each of the actions.
- B. To filter actions based on the printing cost.
- C. To import the printing cost property into the strategy.
- D. To create a new strategy property.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 36

An NBA Specialist is configuring the engagement policy for a new loan offer and wants to validate the policy. What is the best way for the NBA Specialist to validate the engagement policy?

- A. By reviewing the strategy simulation results
- B. By reviewing the business requirements document
- C. By deploying the offer to a small group of customers
- D. By testing the policy with a test customer

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 37

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: 38

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.

Requirement	Artifact
Do not send more than 500 email offers in the outbound run.	Volume constraints Outbound channel limits Suppression policy Suppression policy
Do not send more than two email offers to a customer in one month.	Volume constraints Outbound channel limits Suppression policy Suppression policy
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.	Volume constraints Outbound channel limits Suppression policy Suppression policy
Do not send a credit card for ten days if the card was shown three times in the last seven days.	Volume constraints Outbound channel limits Suppression policy Suppression policy

Answer:

Requirement	Artifact
Do not send more than 500 email offers in the outbound run.	Volume constraints Outbound channel limits Suppression policy Suppression policy
Do not send more than two email offers to a customer in one month.	Volume constraints Outbound channel limits Suppression policy Suppression policy
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.	Volume constraints Outbound channel limits Suppression policy Suppression policy
Do not send a credit card for ten days if the card was shown three times in the last seven days.	Volume constraints Outbound channel limits Suppression policy Suppression policy

Explanation:

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

NEW QUESTION: 39

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: B (LEAVE A REPLY)

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: 40

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. Send individual personalized messages through the standard outbound schedules
- D. Create a one-time action to deliver Immediate batch communication to all customers

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 41

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:

Explanation:

Event order

 PEGA

- 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.

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