Pegasystems

PEGACPDC74V1 Exam

Certified Pega Decisioning Consultant (CPDC) 74V1 Exam

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Version: 8.0

Question: 1

Results of two simul-ations can be compared using the _____.

A. Visual Business Director
B. Interaction History report
C. Proposition Distribution report
D. Predictive Analytics Director

Answer: A

Reference:
https://pegasystems2.https.internapcdn.net/pegasystems2/marketing/C-762-StudentGuide.pdf

Question: 2

Which of the following is a dimension in Visual Business Director?

A. Revenue
B. Channel
C. Volume
D. Intent

Answer: B

Reference:
https://community1.pegA.com/community/pega-support/QUESTION   NO:/what-are-6-dimensions-
visualbusiness-
director

Question: 3

Which is a Key Performance Indicator?

A. Action
B. Outcome
C. Volume
D. Channel

Answer: A

Question: 4

Visual Business Director can be used to _____.

A. inspect interactions of a single customer
B. compare two datasets
C. predict customer behavior
D. import and inspect and external dataset

Answer: B

Question: 5

Which metric is used in the Proposition Distribution report?

A. Accept rate
B. Volume
C. Target budget
D. Total revenue

Answer: A

Question: 6

To build a predictive model, use _____.

A. Pega Customer Service
B. Pega Marketing
C. Pega Decision Management
D. Pega Platform

Answer: D

Reference:
https://community.pegA.com/sites/default/files/help_v73/dsm/da-portal/tasks/da-creatingpredictive-
model-tsk.htm

Question: 7

Next-Best-Action maximizes the customer lifetime value by _____.

A. using consistency rules in the Next-Best-Action decision strategy
B. building Next-Best-Action on top of each other across every interaction
C. monitoring the customer interactions in all channels

D. using arbitration metrics in the Next-Best-Action decision strategy

Answer: C

Question: 8

The implementation of Next-Best-Action must involve _____.

A. building a product catalog
B. defining business issue and group hierarchy
C. inclusion of third party predictive models
D. defining a prioritization formula based on marketing weight

Answer: B

Question: 9

What is the key characteristic that Next-Best-Action must consider to satisfy customer needs?

A. Service
B. Consistency
C. Mobility
D. Sociability

Answer: B

Question: 10

Which business issue is the least suitable for Next-Best-Action?

A. Collections
B. Retention
C. Service
D. Accounting

Answer: D

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