



Pegasystems

PEGAPCDC87V1

Pega Certified Decisioning Consultant (PCDC) 87V1

QUESTION & ANSWERS

Question: 1

As a Decisioning Consultant, you are tasked with configuring the ethical bias policy. Which context do you need to select to add bias fields?

- A. Treatment
- B. Customer
- C. Action
- D. Action Group

Answer: B

Question: 2

Reference module: Analyzing the effect of business changes using Pega Scenario Planner U+ Bank, a retail bank, completed an implementation to present Credit Card offers to customers on their self-service portals. You want to estimate the business value that the subsequent next-best-action run creates using the selected configuration. Which simulation do you run to get the required information?

- A. Pega Scenario Planner
- B. Audience Simulation
- C. Distribution Test
- D. Pega Value Finder

Answer: A

Question: 3

To which types of decisions can Pega Customer Decision Hub™ be applied?

- A. Determining how to retain a customer
- B. Determining why response rates for a campaign in one region are below average
- C. Determining how to optimize the product portfolio to increase market share
- D. Determining the cause of a customer's problem

Answer: A

Question: 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: 5

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. Customer contact limits
- C. Suitability rules
- D. Suppression policies

Answer: B

Question: 6

U+ Bank has several eligibility criteria defined using an eligibility strategy. The eligibility strategy uses a scorecard rule to determine the customer credit score. The bank wants to update the scorecard to include

customer income in the credit score calculations. How do you implement this change?

- A. Update only to the existing scorecard
- B. Change only the decision strategy using the scorecard
- C. Change both the scorecard as well as the decision strategy using the scorecard
- D. Recreate the scorecard rule from scratch

Answer: A

Question: 7

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

Answer Area

<u>Condition</u>	<u>Engagement policy</u>		
	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 checked="" type="radio"/>
Must be a resident of the New York City	<input type="radio"/>	<input type="radio"/>	<input checked="" 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 checked="" 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"/>

Answer:

Answer Area

<u>Condition</u>	<u>Engagement policy</u>		
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