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Exam : **PEGACPDC88V1**

Title : Certified Pega Decisioning
Consultant 8.8 V1

Vendor : Pegasystems

Version : DEMO

NO.1 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. Outbound channel limits
- B. Volume constraints
- C. Suppression rules
- D. Applicability rules

Answer: B

Explanation:

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

NO.2 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. 100
- B. 150
- C. 75 emails 25 SMSes
- D. 75 SMSes and 25 emails

Answer: C

Explanation:

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.

NO.3 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.** Configure the primary schedule to run daily and let the artificial intelligence (AI) choose the best action based on engagement policies.
- B.** 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.
- C.** Configure a primary schedule for the original offer email and setup an ad-hoc schedule to send the second email.
- D.** Create an action with a flow that contains two Send Email shapes, one for each email. Set appropriate wait times between the shapes.

Answer: A

Explanation:

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.

NO.4 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 MyFone 14 Pro offer is prioritized over other offers?

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

Answer: A

Explanation:

The business weight is a parameter that allows you to manually adjust the priority of an offer based on your business objectives and preferences. The business weight is multiplied by the business value and the propensity to calculate the final priority score of an offer. A higher business weight means a higher priority score, making the offer more likely to be selected and presented to the customer. Therefore, if you want to boost an offer, you can increase its business weight. Verified Reference: Pega Decisioning Consultant | Pega Academy

NO.5 U+ Bank is facing an unforeseen technical issue with its customer care system. As a result, the bank wants to share the new temporary contact details with all customers over an SMS. Which type of outbound interaction do you configure to implement this requirement?

- A.** Priority communication
- B.** Customer event
- C.** Security event

D. Scheduled update

Answer: A

Explanation:

A priority communication is a type of outbound interaction that allows you to send urgent messages to customers that are not related to any specific offer or proposition. You can use priority communications to inform customers about important events or changes that affect their relationship with your organization. In this case, the bank wants to share the new temporary contact details with all customers over an SMS, so creating a priority communication is the best option.

Verified Reference: [Pega Decisioning Consultant | Pega Academy]

NO.6 As a decisioning architect, you advise the board on the business issues for which they must use the Next-Best-Action strategy. Which three business issues do you recommend? (Choose Three)

A. Service

B. Collections

C. Resource Planning

D. Accounting

E. Retention

Answer: A,B,E

Explanation:

The Next-Best-Action strategy is a customer-centric approach that aims to deliver the most relevant and valuable proposition for each customer at any given moment. You can use the Next-Best-Action strategy to address various business issues that involve customer interactions, such as service, retention, and collections. Service is the process of providing assistance and support to customers who have questions or problems. Retention is the process of preventing customers from leaving or switching to competitors. Collections is the process of recovering unpaid debts from customers who are delinquent or defaulting on their obligations. These are all business issues that can benefit from using the Next-Best-Action strategy. Verified Reference: [Pega Decisioning Consultant | Pega Academy]