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QUESTION 1

When implementing a Next-Best-Action project, which step is recommended to be taken first?

- A. Define Issue and Group hierarchy
- B. Define propositions
- C. Define business rules
- D. Define prioritization formula

Correct Answer: A

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

QUESTION 2

When balancing the customer need with the business objective, a possible business objective is _____.

- A. Social media
- B. Consistent communication
- C. Risk mitigation
- D. Timeliness

Correct Answer: C

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

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QUESTION 3

To access a property from an unconnected component, you use the _____.

- A. customer-dot-property construct
- B. property value
- C. dot-property value directly
- D. component name-dot-property construct

Correct Answer: D

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

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QUESTION 4

What are the most important aspects taken into consideration when determining the Next-Best-Action?

- A. Product discounts and business profitability
- B. Network bandwidth and call duration
- C. Market trends and customer satisfaction
- D. Business objectives and customer needs

Correct Answer: D

QUESTION 5

The Prioritize component sorts offers in _____.

- A. descending order only
- B. ascending or descending order
- C. random order
- D. ascending order only

Correct Answer: C

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