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QUESTION 1

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

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

Correct Answer: A

Reference: https://www.sas.com/en_th/insights/articles/marketing/customer-decision-hub.html

QUESTION 2

After launching a new product, the delta mode in Visual Business Director could show _____.

- A. the volume of the existing products
- B. the date when the product was introduced
- C. the volume difference between the new product and existing products
- D. a green shape for the product added

Correct Answer: C

Reference: https://community.pega.com/sites/default/files/help_v71/basics/v6portal/landingpages/decisioning/visualbusinessdirector.htm

QUESTION 3

U+ Bank uses a Next-Best-Action decision strategy to automatically approve credit card limit changes requested by customers. A scorecard model determines the customer credit score. The automatic approval of credit card limits are processed based on the following criteria set by the bank:

Credit Score	Max Credit Card limit
<150	USD 1000
<175	USD 2000
Otherwise	USD 3000

The bank wants to change the threshold value for the USD 2000 credit limit from "