

# PEGAPCDC85V1<sup>Q&As</sup>

Pega Certified Decisioning Consultant (PCDC) version 8.5

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**QUESTION 1**

The U+ Bank marketing department wants to leverage the next-best-action capability of Pega Customer Decision Hub on its website to promote new offers to each customer. Place the events in the sequential order.

Select and Place:

The screenshot shows a drag-and-drop interface. On the left, under the heading "Events", there are four text boxes containing the following descriptions: "The website loads the account page with the content returned by Customer Decision Hub.", "Customer Decision Hub evaluates offers from the associated issue/group.", "The website invokes the real-time container before loading the account page.", and "Customer Decision Hub returns the resulting offer details to the website.". On the right, under the heading "Event order", there is an empty list area. Navigation arrows (left and right) are located between the two columns.

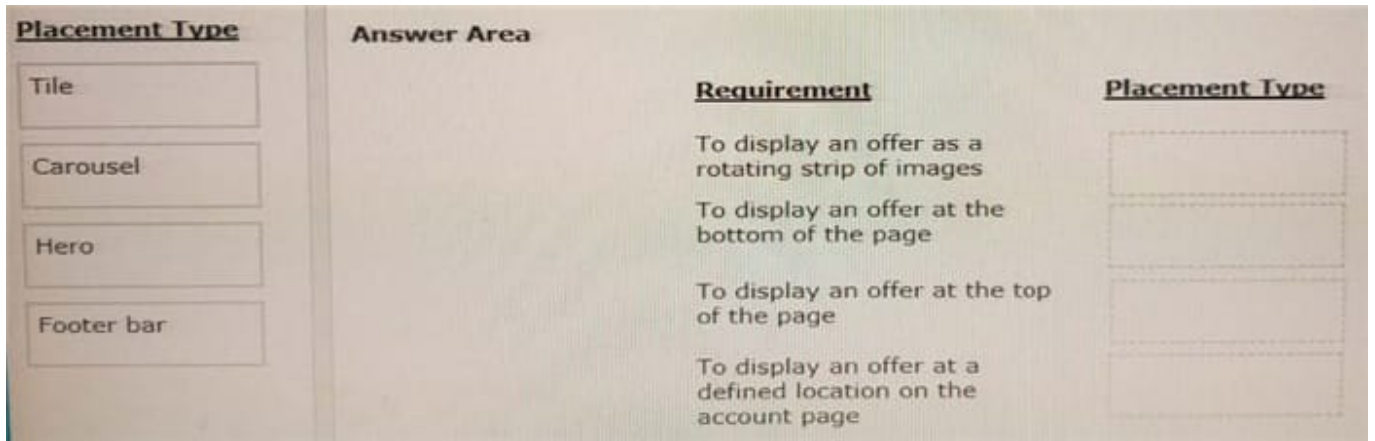
Correct Answer:

The screenshot shows the correct answer. The "Events" column is empty. The "Event order" column contains four items in the following sequence: "Customer Decision Hub evaluates offers from the associated issue/group.", "The website loads the account page with the content returned by Customer Decision Hub.", "Customer Decision Hub returns the resulting offer details to the website.", and "The website invokes the real-time container before loading the account page.".

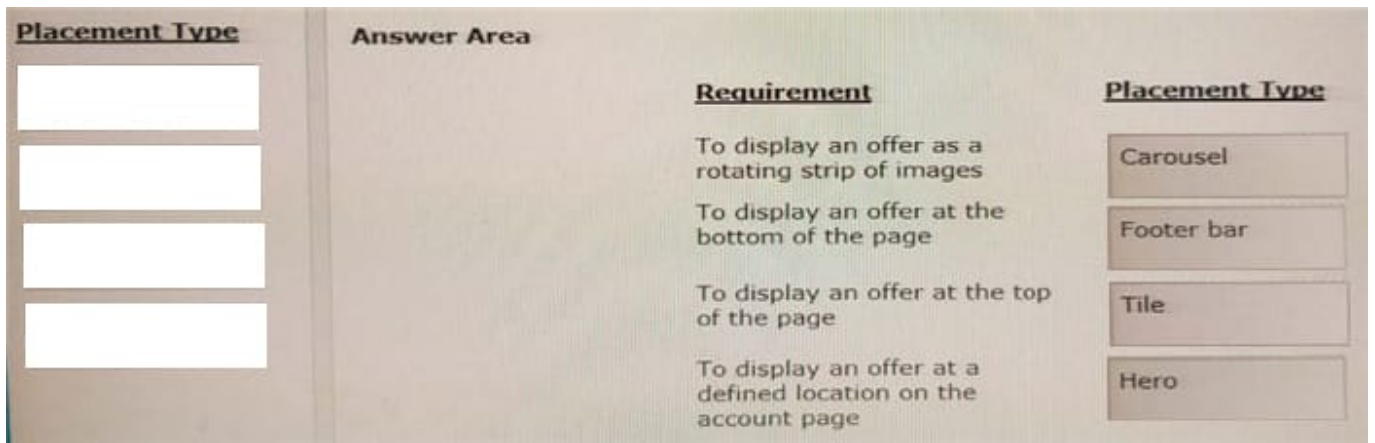
**QUESTION 2**

U+ Bank has decided to use the Pega Customer Decision Hub to recommend more relevant banner ads to its customers when they visit the personal portal. Select each placement type on the left and drag it to the correct requirement on the right.

Select and Place:



Correct Answer:



**QUESTION 3**

U+ Bank wants to offer credit cards only to low-risk customers. The customers are divided into various risk segments from Good to Very Poor. The risk segmentation rules that the business provides use the Average Balance and the customer Credit Score.

As a decisioning consultant, you decide to use a decision table and a decision strategy to accomplish this requirement in Pega Customer Decision Hub™.

	Credit Score	Credit Score	Average Balance	Result
	>=	<	>=	
If	400	600	30000	Good
else if	200	400	20000	Fair
else if	100	200	10000	Poor
else if	50	100	1000	Very Poor
Otherwise				Very Poor

Using the decision table, which label is returned for a customer with a credit score of 240 and an average balance 35000?

- A. Fair
- B. Good
- C. Very Poor
- D. Poor

Correct Answer: C

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#### QUESTION 4

U+ Bank uses a scorecard rule in a decision strategy to compute the mortgage limit for a customer. U+ Bank updated their scorecard to include a new property in the calculation: customer income.

What changes do you need to make in the decision strategy for the updated scorecard to take effect?

- A. Remap the scorecard property in the decision strategy for the change to take effect.
- B. Add a new Group By component for the mortgage limit calculation.
- C. The score calculation is independent of the strategy and no change is required.
- D. A new proposition filter needs to be configured in the strategy to filter on customer income.

Correct Answer: D

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#### QUESTION 5

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

Correct Answer: B

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