



**Free Questions for PEGACPDC88V1 by go4braindumps**

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# Question 1

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**Question Type:** Hotspot

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As a decisioning architect, you are setting up the action hierarchy for MyCo. Select the correct action hierarchy level for each of the hierarchy items identified.

## Answer Area

<b>Answer:</b>	<b><u>Hierarchy Item</u></b>	<b><u>Action Hierarchy Levels</u></b>		
		<b>Business Issue</b>	<b>Group</b>	<b>Action</b>
	Free 4G upgrade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Question 2

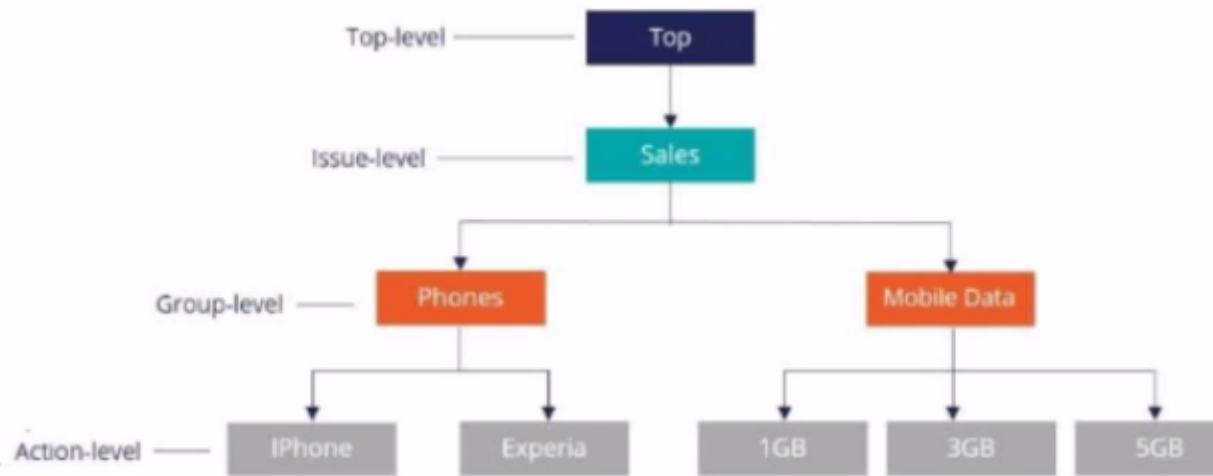
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**Question Type:** MultipleChoice

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MyCo, a mobile company, uses Pega Customer Decision Hub to display offers to customers on its website. The company wants to present more relevant offers to customers based on customer behavior. The following diagram is the action hierarchy in the Next-Best-Action Designer.

Retention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tablets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Change address	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



The company wants to present offers from both the groups and arbitrate across the two groups to select the best offer based on customer behavior.

As a decisioning architect, what must you do to present offers from the two groups?

### Options:

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- A- Enable an engagement policy for the second group.
- B- Map a real-time container to the Top-level or Issue-level.
- C- Set contact limits for both the groups.
- D- Create a decision strategy at the Issue-level

**Answer:**

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B

**Explanation:**

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To present offers from the two groups, you must map a real-time container to the Top-level or Issue-level. A real-time container is a configuration that defines how to deliver offers and treatments to a specific channel, such as a website or a mobile app. By mapping a real-time container to the Top-level or Issue-level, you can enable all the offers under that level to be available for delivery through that channel. Verified Reference:[Pega Academy - Decisioning Consultant - Configuring real-time containers](#)

## Question 3

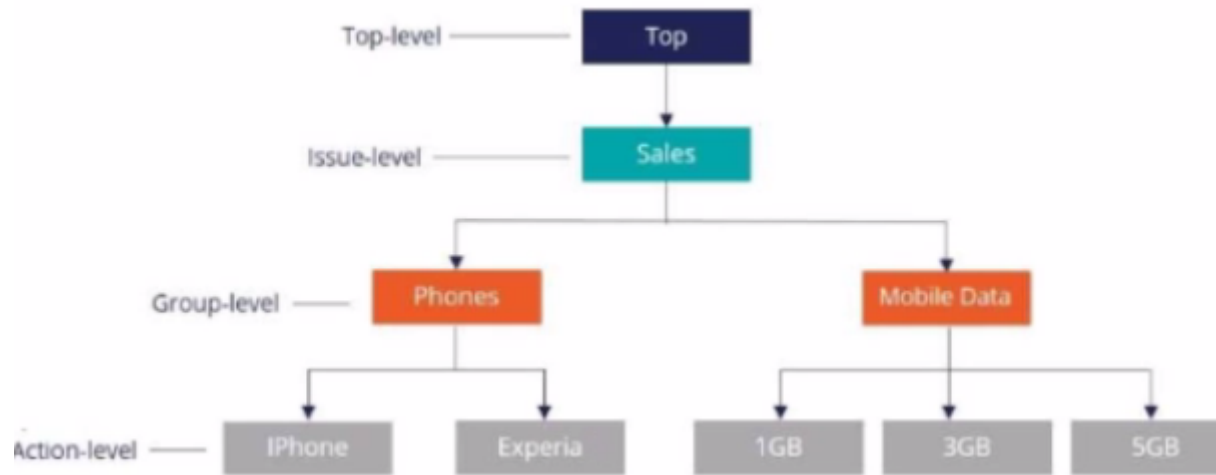
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As a decisioning architect, what do you configure to select the best offer from both groups based on customer behavior?

### Options:

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- A- Enable a business value in the prioritization formula.
- B- Create an adaptive model rule at the Issue-level.
- C- Ensure that the propensity is enabled in Arbitration tab.
- D- Create a prioritization decision strategy at the Group-level.

**Answer:**

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C

**Explanation:**

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To select the best offer from both groups based on customer behavior, you need to ensure that the propensity is enabled in Arbitration tab. Propensity is a measure of how likely a customer is to accept an offer, based on their past behavior and profile. By enabling propensity in Arbitration tab, you can compare the propensities of different offers across groups and select the one with the highest propensity as the next best action. Verified Reference:[Pega Academy - Decisioning Consultant - Arbitrating actions](#)

## Question 4

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**Question Type: DragDrop**

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U+ Bank has decided to use the Pega Customer Decision Hub, M 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.

Placement Type	Answer Area	Requirement	Placement Type
Tile Answer:			
Carousel 1		To display an offer as a rotating strip of images	
Here		To display an offer at the bottom of the page	
Footer bar		To display an offer at the top of the page	
		To display an offer at a defined location on the account page	

## Question 5

Question Type: MultipleChoice

MyCo, a telecom company, wants to introduce a new group of offers called Tablets for all customers. As a decisioning architect, which two valid actions do you create? (Choose Two)

### Options:

- A- Tablet serial number
- B- Netflix subscription for 12 months
- C- Tablet operating system
- D- 5% discount on the price

Answer:

B, D

### **Explanation:**

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To introduce a new group of offers called Tablets for all customers, you need to create valid actions that represent propositions that you want to present to your customers. In this case, two valid actions are Netflix subscription for 12 months and 5% discount on the price. These are examples of benefits or incentives that can attract customers to buy tablets from MyCo. Tablet serial number and tablet operating system are not valid actions because they are not propositions that can be offered to customers; they are attributes or features of the tablets themselves. Verified Reference:Pega Academy - Decisioning Consultant - Creating actions and treatments

## **Question 6**

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### **Question Type: MultipleChoice**

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MyCo, a telecom company, uses Pega Customer Decision Hub to present offers to qualified customers. The business recently decided to send offer messages through the email channel. The Design department has designed an email treatment which includes dynamic placeholders.

As a deaccessioning architect, what do you use in order to test the visualization and the rendering of the email content, including replacing of the placeholders with customer information?



### Options:

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- A- A seed list from the Test email tab
- B- A list of customer email addresses from the Test email tab
- C- Schedule an outbound run with a limited number of customers
- D- Preview section from the email content editor

### Answer:

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A

### Explanation:

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To test the visualization and the rendering of the email content, including replacing of the placeholders with customer information, you use a seed list from the Test email tab. A seed list is a predefined set of customers that you can use to test your email treatments before sending them to your target audience. You can select one or more customers from the seed list and send them a test email with your treatment. You can then verify how the email looks in their inbox and how the placeholders are replaced with their actual values. Verified Reference: [Pega Academy - Decisioning Consultant - Testing email treatments]

## Question 7

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**Question Type:** MultipleChoice

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U+ Bank wants to use Pega Customer Decision Hub to display a credit card offer, the Standard Card, to every customer who logs in to the bank website. What three of the following artifacts are mandatory to implement this requirement? (Choose Three)

### Options:

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- A- Customer engagement policies.
- B- An action and the associated web treatment.
- C- Real-time containers.
- D- Customer contact policies.
- E- A business structure.

### Answer:

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B, C, E

### Explanation:

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To implement this requirement, you need to create an action and the associated web treatment, a real-time container, and a business structure. An action is a proposition that you want to present to a customer, such as a credit card offer. A treatment is the way you present the action to a customer, such as an image or a text message. A real-time container is a configuration that defines how to deliver actions and treatments to a specific channel, such as a website or a mobile app. A business structure is a hierarchy of business groups and business issues that organizes actions into meaningful categories. Verified Reference: Pega Academy - Decisioning Consultant -

Creating actions and treatments, Pega Academy - Decisioning Consultant - Configuring real-time containers, [Pega Academy - Decisioning Consultant - Defining business structure]

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