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Q&A

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Exam : PEGACPDC23V1

**Title : Certified Pega Decisioning
Consultant**

Version : DEMO

1.A decision strategy receives a list of candidate actions for a customer. It enriches the actions with customer data, applies filtering rules, calculates scores, and returns ranked results.

What is the main role of the decision strategy?

- A. To define channel-specific message layouts
- B. To apply logic that selects and ranks actions
- C. To manage approval of business changes
- D. To store customer interaction history

Answer: B

Explanation:

A decision strategy applies decisioning logic to candidate actions. It can enrich, filter, score, prioritize, and return the most appropriate actions for a customer.

2.Which statement best describes Next-Best-Action in Customer Decision Hub?

- A. It selects the action with the lowest cost
- B. It sends fixed offers to each segment
- C. It replaces business rules with AI only
- D. It determines the best action for a customer

Answer: D

Explanation:

Next-Best-Action determines the most appropriate action for an individual customer by combining context, business rules, AI, engagement policies, and arbitration.

3.A customer received a credit card upgrade offer yesterday. The business does not want to show the same action again for seven days.

Which configuration is most appropriate?

- A. Contact policy
- B. Volume constraint
- C. Business lever
- D. Starting population

Answer: A

Explanation:

Contact policy controls customer-level exposure frequency. It can suppress repeated actions when a customer has already received the same or similar action within a defined period.

4.A business proposition called "Premium Card Upgrade" must appear as an email message and also as a web banner.

What should be configured?

- A. Two customer profiles
- B. Two contact policies
- C. Channel-specific treatments
- D. Separate starting populations

Answer: C

Explanation:

The action represents the business proposition, while treatments define how that action is presented in

specific channels such as email, web, mobile, or call center.

5.A customer already owns a savings account. The business does not want to show an acquisition offer for the same savings account.

Which engagement policy type is most likely used?

- A. Suitability
- B. Applicability
- C. Arbitration
- D. Contact policy

Answer: B

Explanation:

Applicability determines whether an action is relevant to the customer's current situation. If the customer already owns the product, the acquisition offer is usually not applicable.