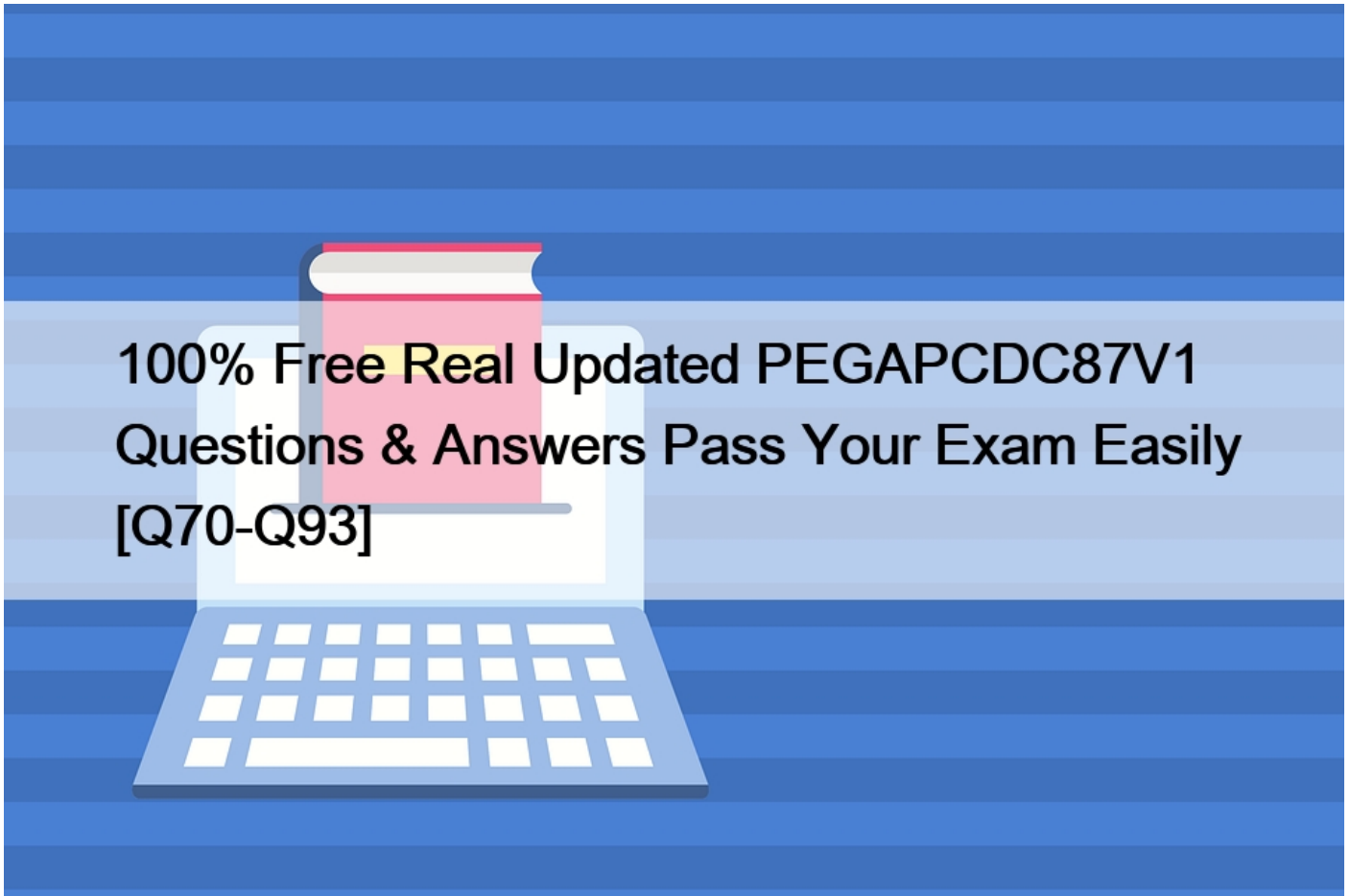# 100% Free Real Updated PEGAPCDC87V1 Questions & Answers Pass Your Exam Easily [Q70-Q93

100% Free Real Updated PEGAPCDC87V1 Questions & Answers Pass Your Exam Easily Easily To Pass New PEGAPCDC87V1 Verified & Correct Answers NEW QUESTION 70

Reference module: Analyzing the effect of business changes using Pega Scenario Planner U+ Bank, a retail bank, completed an implementation to present Credit Card offers to customers on their self-service portals. You want to estimate the business value that the subsequent next-best-action run creates using the selected configuration. Which simulation do you run to get the required information?

* Pega Scenario Planner
* Audience Simulation
* Distribution Test
* Pega Value Finder

NEW QUESTION 71

Reference module: Creating and understanding decision strategies

In a Prioritize component, the top action can be determined based on the value of _____ .

* average margin of all actions
* Customer.Value
* Primary.Income
* the propensity

NEW QUESTION 72

A strategy designer has created 10 actions in the Sales/Credit Cards group and 10 actions in the Sales/Mortgages group. He would like to import all 10 actions from the Credit Cards group and only two actions from the Mortgage group into one decision strategy. What is the minimum number of Proposition Data components he needs to use in his strategy?

* twelve
* two
* one
* three

NEW QUESTION 73

Aggregation components provide the ability to_____.

* filter actions based on priority and relevance
* make calculations based upon a list of actions
* choose between actions
* set a text value to a strategy property

NEW QUESTION 74

To calculate the total number of customer responses of four actions in a group, you must use_____.

* four Group By components
* one Group By component
* four Set Property components
* one Set Property component

NEW QUESTION 75

MyCo, a telecom company, wants to present their customers on Facebook with customer-centric mobile internet offers. What action must MyCo take to meet this business requirement?

* Place a paid ad
* Make a call
* Send an email
* Create a Facebook post

NEW QUESTION 76

MyCo, a telecom company, notices that when customers call to check on bill status, 80% of the time, they received the wrong offer promotion, leading to customer dissatisfaction. The company decides to boost customers’ needs in the prioritization formula, to improve sales in the current quarter.

Which arbitration factor do you configure to implement the requirement?

* Context weighting
* Propensity
* Business weighting

* Action value

NEW QUESTION 77

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

Which property allows you to use the risk segment computed by the decision table in the decision strategy?
* pxOutcome
* pxResu/t
* pxSegment
* pxRiskSegment

NEW QUESTION 78

A bank wants to present the Rewards Card offer on the top right of the customers’ account page when they log in. Select the placement type of the treatment design.
* Carousel
* Tile
* Footer bar
* Hero

NEW QUESTION 79

A bank developed a scorecard to automate the loan approval process. In the scorecard rule, there is a classification implemented using three score bands: Not Approved, Refer to Manager, and Approved. Which property allows you to use the result of this classification in a decision strategy?
* pyPropensity
* pxSegment
* PropertyHasValue
* pyOutcome

NEW QUESTION 80

What does a solid arrow from a “Set Property” component to a “Filter” component mean?

* There is a one-to-one relationship between a “Set Property” and a “Filter” component.
* A property from the “Set Property” component is referenced by the “Filter” component.
* To evaluate the “Set Property” component, the “Filter” component is evaluated first.
* Information from the “Set Property” component is copied over to the “Filter” component.

NEW QUESTION 81

DRAG DROP

You are a decisioning consultant responsible for configuring offer prioritization for home loan offers based on the business requirements.

Select each prioritization factor on the left and drag it to the correct condition on the right.

Prioritization factor	Answer Area	
Propensity	**Condition**	**Prioritization factor**
Action value	Assign a financial value to an action	
Context weighting	Situational context for each action	
Business levers	Likelihood of a customer responding positively	
	Assert some level of control over the prioritization	

Prioritization factor	Answer Area	
Propensity	**Condition**	**Prioritization factor**
Action value	Assign a financial value to an action	Propensity
Context weighting	Situational context for each action	Context weighting
Business levers	Likelihood of a customer responding positively	Action value
	Assert some level of control over the prioritization	Business levers

NEW QUESTION 82

U+ Bank, a retail bank, does not want to annoy customers by offering them a mortgage refinance option if they have less than 5% to pay off on their loan, although it would be profitable for the bank. Which engagement policy condition best suits this requirement?

* Applicability
* Eligibility
* Suitability

NEW QUESTION 83

In an organization, customer actions are applicable to various business issues. What is the best way to organize them?

* Into a two-level hierarchy: Group > Actions
* Into a simple flat list including all actions
* Into a three-level hierarchy: Business issue > Group > Actions
* The business structure is organized into a three-level hierarchy
* Into a two-level hierarchy: Business issue > Actions

NEW QUESTION 84

An outbound run identifies 100 Standard Card offers, 50 on email and 50 on the SMS channel. If the above volume constraint is applied, how many actions will be delivered by the outbound run?

> Maximum 75 Daily with Channel: Action: StandardCard	75 remaining	
> Maximum 50 Daily with Channel: Email	50 remaining	
> Maximum 50 Daily with Channel: SMS	50 remaining	

* 100
* 50 SMSes and 25 emails
* 75
* 50 emails and 25 SMSes

NEW QUESTION 85

What is best practice for designing an action flow?

* Always configure an action with its own flow
* Limit the number steps per channel to 3
* When creating an action to be used as a flow template, set its availability to Always
* When designing a flow to be reused across multiple actions, use the Specify Treatment option to configure it with a specific treatment

NEW QUESTION 86

Reference module: Analyzing the effect of business changes using Pega Scenario Planner.

Myco, a telco, has recently implemented a project in which data plan offers are presented to qualified customers. Myco wants to understand the impact to revenue if the business introduces a new data plan offer.

As a Decisioning Consultant, which simulation do you run to meet the requirement?
* Pega Value Finder
* Pega Scenario Planner
* Audience Simulation
* Distribution Test

NEW QUESTION 87

The arbitration factor that allows you to assign financial values to actions is called: _____.
* propensity
* business levers
* action value
* context weighting

NEW QUESTION 88

Reference module: Sending offer emails

What is best practice for designing an action flow?
* When designing a flow to be reused across multiple actions, use the Specify Treatment option to configure it with a specific treatment
* Always configure an action with its own flow
* When creating an action to be used as a flow template, set its availability to Always
* Limit the number steps per channel to 3

NEW QUESTION 89

U+ Bank wants to introduce a new group of offers called Credit cards for all customers. As a decisioning consultant, which two valid actions do you create? (Choose Two)
* Credit card status
* No annual fee credit card
* 1% cashback credit card
* Credit card number

NEW QUESTION 90

U+ Bank wants to send promotional emails related lo credit card offers to their qualified customers. The business intends to use the same action flow template with the desired flow pattern for all credit card actions.

What do you configure to implement this requirement?
* Output template
* Email treatment
* File template
* Dynamic template

NEW QUESTION 91

Reference module: Essentials of always-on outbound

A bank has been running traditional marketing campaigns for many years. One such campaign sends an offer email to qualified

customers on day 1. On day 3, it sends a reminder email to customers who haven’t responded to the first email. On day 7, it sends a second reminder to customers who haven’t responded to the first two emails. If you were to re-implement this requirement using the always-on outbound customer engagement paradigm, how would you approach this scenario?

* Configure a primary schedule for the original offer email and setup an ad-hoc or emergency schedule to send reminder emails
* Configure the primary schedule to run daily and let the AI choose the best action from all the actions that a customer qualifies for based on engagement policies
* Create an action with a flow that contains 3 Send Email shapes, one for each email. Set appropriate wait times between the shapes
* Create three segments to identify the target audience for each of the three offer emails- day 1, day 3 and day 7. Setup three schedules per day targeting each of the three segments

NEW QUESTION 92

A bank wants to add a contact policy that will suppress an action for 20 days if it was rejected twice in any channel in the last 30 days. How do you define the suppression rule for the contact policy?

* Suppress an action for 20 days if there are 2 rejects for any channel in the last 30 days
* Suppress a group of actions for 20 days if there are 2 rejects for any channel in the last 30 days
* Suppress a group of actions for 20 days if there are 2 rejects in the web channel in the last 30 days
* Suppress an action for 20 days if there are 2 rejects in the web channel in the last 30 days

NEW QUESTION 93

Reference module: Creating and understanding decision strategies. Enrichment decision components provide the ability to _____.

* set a text value to a strategy property
* filter actions based on priority and relevance
* set customer properties
* enrich a decision strategy with comments

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