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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

You are the Decisioning Consultant on an AI-powered one-to-one Customer Engagement implementation project. You are asked to design the Next-Best-Action prioritization expression that balances the customer needs with the business objectives.

What factor do you consider in the prioritization expression?

- A. offer relevancy
- B. customer contact policy
- C. predicted customer behavior
- D. offer eligibility

Correct Answer: D

QUESTION 3

U+ Bank offers two credit cards to its customers: the Cold Card and the Silver Card. The bank wants the annual fee property of the credit cards to be dynamic based on the customer lifetime value property.

That is, customers with customer lifetime value greater than 65 receive a discount of 20% on the annual fee.

As a Strategy Designer, which component do you use to implement this requirement?

- A. Set Property
- B. Filter
- C. Group By
- D. Switch

Correct Answer: B

QUESTION 4

In Pega Customer Decision Hub, you can save a regression model as a _____.

- A. Predictive model rule
- B. Scorecard rule
- C. Decision Tree rule
- D. Regression Model rule

Correct Answer: B

QUESTION 5

When a customer is offered a proposition he has already accepted, this is because _____.

- A. the propositions are filtered based on eligibility
- B. there is no filter for previously accepted offers in the strategy
- C. the customer intent was captured incorrectly
- D. the strategy uses interaction history to exclude previously accepted files

Correct Answer: A

QUESTION 6

The Prioritize component sorts offers in _____.

- A. ascending order only
- B. descending order only
- C. random order
- D. ascending or descending order

Correct Answer: D

QUESTION 7

A company wants to capture the sentiment of relevant Twitter messages to allow its customer service representatives to concentrate only on the negative ones. Sentiment refers to the general attitude of the author towards a subject and can be _____.

- A. Defensive
- B. Absent
- C. Positive
- D. Offensive

Correct Answer: C

QUESTION 8

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

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

Correct Answer: B

QUESTION 9

In a strategy, the propositions are imported using a(n) _____.

- A. Data Import component
- B. Offer Data component
- C. Import Data component
- D. Proposition Data component

Correct Answer: A

Reference: https://community.pega.com/sites/default/files/help_v719/rule-/rule-decision-/rule-decision-strategy/components/import.htm

QUESTION 10

To use Product Holdings information in your strategy, which of the following components do you use?

- A. Decision Parameters
- B. Property Set
- C. Data Import

D. Product Holdings

Correct Answer: C

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