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Pega Certified Decisioning Consultant (PCDC) version 8.5

Pegasystems PEGAPCDC85V1

Version Demo

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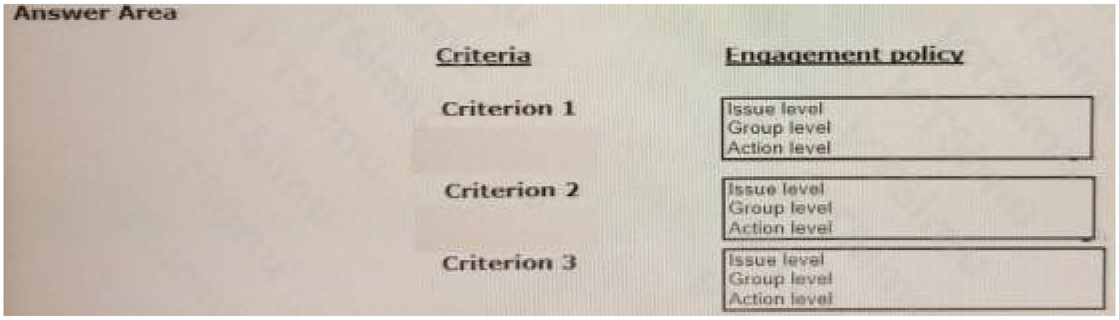
QUESTION NO: 1 - (HOTSPOT)

HOTSPOT

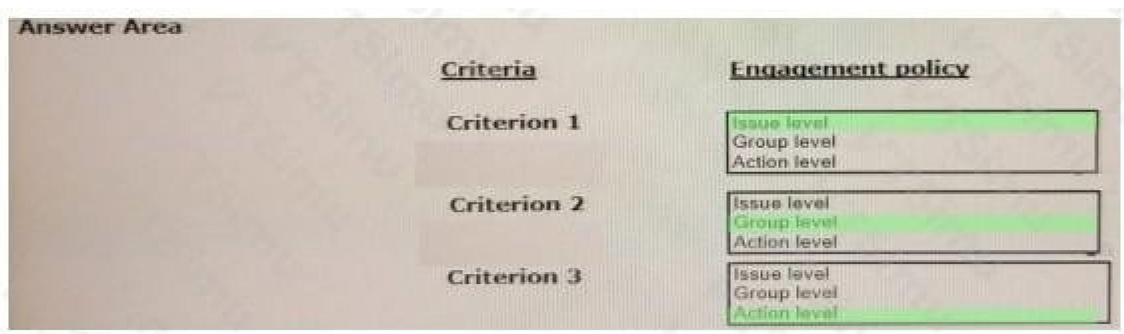
Myco, a telecom company, has come up with a new data plan group to suit its customers' needs. The below table lists the three data plan actions and the criteria a customer should satisfy to qualify for the offer.

Data Plans	Criterion 1	Criterion 2	Criterion 3
1 GB plan	Owns a smart mobile	Under graduation student	New customer
3 GB plan	Owns a smart mobile	Under graduation student	Existing customer
5 GB plan	Owns a smart mobile	Post graduation student	Existing customer

How do you configure the engagement policies to implement this requirement?



ANSWER:



Explanation:

Engagement policies should be configured at the scope where each qualification condition is intended to apply. The issue-level policy is the broadest scope, so it is the right place for Criterion 1 because that condition governs eligibility for the overall set of related telecom offers. Applying that condition once at the issue level ensures that Customer Decision Hub evaluates it consistently before considering the data-plan offer structure below it.

Criterion 2 belongs at the group level because it applies to the data-plan group as a whole. A group-level engagement policy provides one shared eligibility rule for all actions collected in that group. This is useful for a common constraint or qualification that must be true before a customer can receive any of the plans in the new data-plan group. It avoids repeating the same policy on each individual plan action and keeps the group's offer governance centralized.

Criterion 3 belongs at the action level because it applies to the particular data-plan action being evaluated. Action-level policies support the specific customer qualification needed for that one plan, allowing the decision strategy to distinguish that action from other plans in the same group. This scope preserves reuse of common policies while still enforcing the unique condition for the individual offer. Pega's documentation describes engagement policies as applicability and suitability controls that can be defined at issue, group, and action scopes; see Pega Customer Decision Hub documentation and Pega Academy.

QUESTION NO: 2

U+ Bank wants to reduce repeated exposure to a personal-loan offer on its website. The business requirement states: If a customer rejects the personal-loan offer twice on the web channel in the last 30 days, do not show that same offer for 60 days.

Which two settings are required for the suppression rule? (Choose Two)

A. Suppress an action

B. Use two rejects on the web channel in the last 30 days as the trigger

C. Use two impressions on any channel in the last 30 days as the trigger

D. Suppress a group of actions

E. Set the suppression duration to 30 days

ANSWER: A B

Explanation:

Suppress an action is correct because the requirement applies to the same personal-loan offer rather than all offers in a group. **Use two rejects on the web channel in the last 30 days as the trigger** is correct because the rule must count the specified customer response, channel, threshold, and lookback period before suppression occurs.

The suppression duration must be 60 days after the threshold is reached. An impression is not the correct response because the requirement is based on the customer rejecting the offer. Suppressing a group of actions would prevent other personal-loan actions from being considered, which is broader than the stated requirement. See Pega Academy: Contact policy management.

QUESTION NO: 3

As a decisioning consultant, you advise the board on the business issues for which they must use the Next-Best-Action strategy.

Which three business issues do you recommend? (Choose Three)

A. Collections

B. Service

C. Retention

D. Resource Planning

E. Accounting

ANSWER: A B C

Explanation:

Next-Best-Action is intended to arbitrate among customer actions and select the most relevant action for an individual in a specific context. **Collections**, **Service**, and **Retention** are core business issues for this approach because each involves ongoing customer interactions in which the appropriate treatment depends on customer behavior, eligibility, needs, and business priorities.

For Collections, Customer Decision Hub can prioritize suitable repayment-related treatments and communications while considering the customer’s situation and the organization’s collection strategy. For Service, it can use the current service context to identify helpful actions that improve the customer experience. For Retention, it can identify customers at risk of leaving and prioritize the most appropriate retention treatment at the moment an interaction occurs. These business issues can contain action groups and actions, which are evaluated through engagement policies, predictive analytics, and arbitration to determine the next best action.

Pega describes Customer Decision Hub as applying Next-Best-Action decisioning across customer interactions and organizing actions by business issue and group. See the Pega Academy Next-Best-Action topic and the Pega Customer Decision Hub documentation.

QUESTION NO: 4

U+ Bank runs an outbound email campaign for credit card offers. A customer has opted out of receiving marketing emails.

What is the correct outcome when Customer Decision Hub evaluates an email action for this customer?

A. The email action is not selected for the customer

B. The email action is selected if it has the highest propensity

C. The email action is selected if its business weight is increased

D. The email action is selected only during an outbound run

ANSWER: A

Explanation:

The email action is not selected for the customer is correct. Customer consent and channel permissions must be honored when determining whether an outbound action can be delivered. A customer who opted out of marketing emails must not be selected for a promotional email treatment, even if the customer is otherwise eligible and has a high predicted propensity.

Consent requirements are evaluated as part of governed customer engagement. Arbitration ranks only actions that remain available and appropriate after applicable policies and channel requirements are applied. See Pega Customer Decision Hub documentation.

QUESTION NO: 5

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.

ANSWER: B

Explanation:

A property from the “Set Property” component is referenced by the “Filter” component. In a Pega decision strategy, the connections between components visualize both the flow of data and dependencies between strategy operations. A solid arrow indicates that the downstream component uses an output property produced or set by the upstream component. Here, the Set Property component creates, updates, or assigns a value to a property, and the Filter component uses that property in its filter condition to determine which incoming records continue through the strategy.

This dependency is important because it makes the strategy logic explicit: the value must be available before the Filter evaluates the condition that references it. For example, Set Property can derive a customer attribute or decision flag, after which Filter can retain only records that meet a condition based on that derived value. The arrow therefore documents property usage rather than merely describing a visual relationship between the two shapes. Pega’s decision-strategy learning materials describe how strategy components process data and how component connections represent the use of data in the strategy. See Pega Academy: Decision strategies and Pega documentation: Decision strategies.

QUESTION NO: 6

In a Decisioning Strategy, which decision component is required to enable access to the

Customer properties like age, income, etc.?

A. None, properties are available

B. Set Property

C. Data Import

D. Proposition Data

ANSWER: B

Explanation:

Set Property is the required component because a decision strategy operates on its strategy data context, and customer properties must be explicitly brought into that context for use by subsequent components. Configure Set Property to assign a customer value, such as age or income, to a strategy property. The assigned value can then be referenced in expressions, decision tables, decision trees, scorecards, and other strategy logic. This makes the customer attribute available at the point where the strategy evaluates eligibility, applicability, prioritization, or another decision outcome.

Set Property is also useful when the strategy needs a derived or normalized value rather than the source value exactly as stored on the customer record. For example, the component can assign an expression based on customer income to a property that downstream logic uses consistently. This explicit assignment keeps the strategy's data flow clear and ensures that customer attributes are available to the relevant decision components. Pega's decision-strategy documentation describes using strategy components to manipulate properties and data within a strategy, while Customer Profile concepts define the customer data used in Customer Decision Hub. See Pega documentation on decision strategies and Pega Academy: Customer Profile.

QUESTION NO: 7

U+ Bank uses Pega Customer Decision Hub™ to determine the next best action during a customer interaction.

Which two activities are performed during next-best-action arbitration? (Choose Two)

A. Calculate the priority of eligible actions

B. Select the highest-priority action

C. Create a channel treatment for every action

D. Update the customer profile with new account information

ANSWER: A B

Explanation:

Calculate the priority of eligible actions and **select the highest-priority action** are correct. After actions are evaluated against the relevant engagement policies, arbitration compares the remaining actions by using prioritization factors such as propensity, business value, business weight, and context weighting.

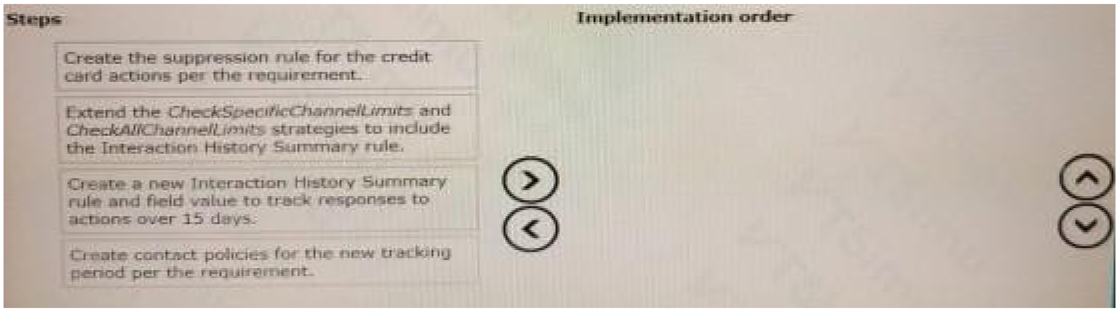
Arbitration does not create treatments or update the customer profile. Treatments are configured to present actions in a channel, while customer data is maintained independently of the arbitration process. See Pega Academy: Arbitration and Pega Documentation.

QUESTION NO: 8 - (DRAG DROP)

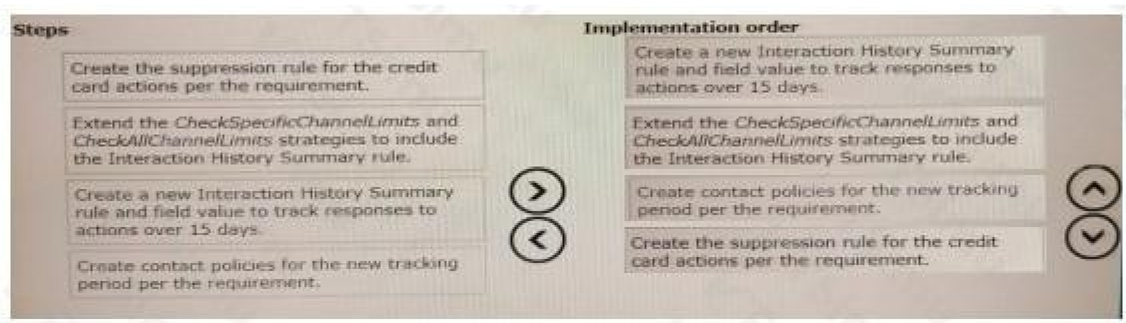
DRAG DROP

A financial institution wants to add a new tracking period to track its customers' response over 15 days in various channels. Once the response is tracked, they want to suppress the credit card actions if customers ignore it three times within 15 days.

Put the steps in the correct order to implement this task.



ANSWER:



Explanation:

The implementation starts by creating a new Interaction History Summary rule and the data field that stores the customer-response result over the required 15-day period. This establishes the reusable interaction-history aggregate that records whether a customer has ignored the relevant credit-card actions and makes that information available during next-best-action decisioning. The summary is the foundation for the rest of the configuration because the subsequent contact-control logic needs a reliable, defined measure of responses over the selected time window.

Next, extend the `CheckSpecificChannelLimits` and `CheckAllChannelLimits` strategies so they evaluate the new Interaction History Summary. These strategies are where contact-policy checks are performed. Including the new summary ensures that the decision logic can recognize the customer's accumulated ignored responses across the applicable channels while evaluating eligibility.

With the summary and strategy logic in place, create the contact policies for the new tracking period. The contact policies apply the required tracking controls in the business configuration and use the updated checking logic to enforce the 15-day behavior consistently. Finally, create the suppression rule for the credit-card actions. The suppression rule uses the established response-tracking and contact-policy foundation to prevent credit-card actions from being presented after the customer has ignored them three times during the 15-day window. This sequence builds the data, connects it to the policy-evaluation logic, applies the policy, and then enforces the action-level suppression. For background on interaction history and decisioning configuration, see Pega Interaction History documentation and Pega Contact Policies documentation.

QUESTION NO: 9 - (SIMULATION)

A financial institution wants to add a new tracking period to track its customers' response over 15 days in various channels. Once the response is tracked, they want to suppress the credit card actions if customers ignore it three times within 15 days.

Put the steps in the correct order to implement this task.

ANSWER: Check the explanation for the answer

Explanation:

Correct order:

1. **Create the tracking period first.** In the engagement-policy configuration, add a tracking period of **15 days** and configure it to track responses from the required channels.
2. **Create the credit-card action suppression policy.** Use the new 15-day tracking period and configure the response criterion as **Ignored/No response**, with the occurrence threshold set to **3**.
3. **Apply the suppression policy to the Credit Cards actions (or the Credit Cards group).** Save/enable the policy so that, after three ignored credit-card actions during the 15-day period, those actions are no longer presented to that customer.

The tracking period must exist before it can be selected in the response-based suppression policy. The policy is then associated with the relevant credit-card actions to make the suppression effective.

QUESTION NO: 10 - (SIMULATION)

Myco, a telecom company, has come up with a new data plan group to suit its customers ' needs. The below table lists the three data plan actions and the criteria a customer should satisfy to qualify for the offer.

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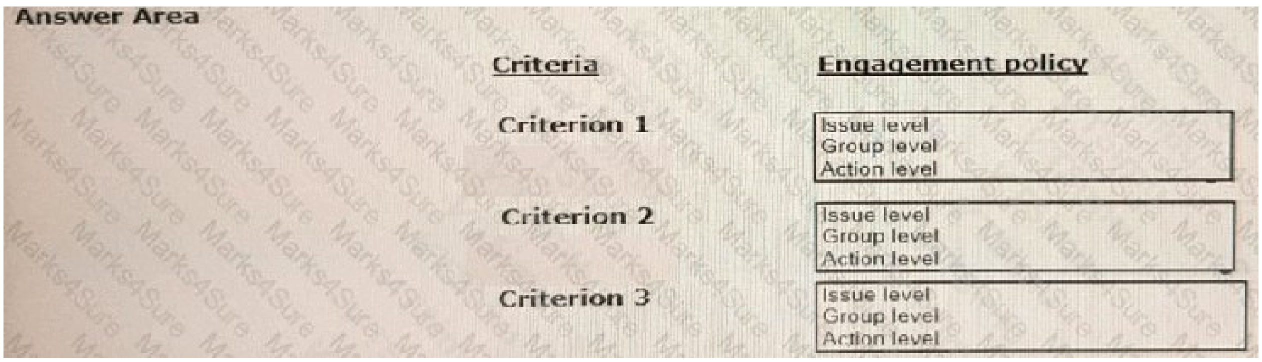

ANSWER: Check the explanation for the answer

Explanation:

Configure the engagement-policy levels as follows:

Criterion 1 is identical for every action in the Data Plans group, so define it once at the **group** level. Criteria 2 and 3 have different required values depending on the individual plan, so define them at the **action** level.

The resulting action eligibility is: