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Version Demo

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Topic Break Down

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QUESTION NO: 1

U+ Bank uses the always-on outbound approach to send outbound messages on different channels such as email. SMS, and push notifications. There are a variety of action flow patterns in use to meet various business and channel integrations requirements.

Due to technical reasons, the bank wants to temporarily suspend sending outbound messages and Instead write the selected customers and action details to a database table for later offline processing.

What is the most efficient way to meet this requirement?

A. Bypass action flow processing.

B. Set up a secondary schedule.

C. Update the Send shape with Finalization.

D. Add a new Send shape in all the action flows.

ANSWER: A

Explanation:

Bypass action flow processing. is the appropriate temporary operational control for this situation. In an always-on outbound implementation, an action flow normally performs the downstream channel work after Next-Best-Action selects a customer and an action, such as invoking an email, SMS, or push-notification integration. Enabling action-flow bypass prevents that downstream processing from being executed while preserving the decisioning outcome. Pega records the selected customer and action information for subsequent handling, allowing the bank to defer message delivery and process the captured records offline once the technical issue is resolved.

This approach is efficient because it is centrally applied and does not require changing every individual action flow. The existing flow designs, channel integrations, and send configurations remain intact, so the bank can resume normal outbound delivery simply by disabling the bypass when ready. It also avoids creating duplicate schedules or redesigning flows solely for a short-term pause. This capability supports operational continuity: the decisioning strategy can continue to determine eligible customers and relevant actions, while actual outbound execution is safely suspended.

For background on always-on outbound processing and action-flow configuration, see the Pega Customer Decision Hub documentation on always-on outbound and Pega Academy's action flows topic.

QUESTION NO: 2

A decision strategy retrieves multiple product records for each customer. The bank wants to remove products that are unavailable in the customer's region, while allowing every remaining product record to continue to arbitration.

Which decision strategy component should the architect use?

A. Filter

B. Group By

C. Set Property

D. Switch

ANSWER: A

Explanation:

Filter is correct because it evaluates a condition for each incoming record and removes records that do not meet the condition. In this scenario, the Filter can evaluate product availability for the customer's region and pass only the available product records to the next component.

Group By aggregates records, which would change the product-level processing required by the scenario. Set Property can calculate or assign values but does not remove unavailable records. A Switch routes processing through a selected path rather than filtering individual product records from a result set.

QUESTION NO: 3

A telecommunications company is promoting IPhone upgrades with unlimited data plans. The marketing team notices that a customer explicitly stated in a recent survey that they are not interested in iPhone products. The company wants to apply appropriate engagement policy conditions to respect customer preferences.

Which engagement policy condition type should you use to prevent iPhone offers for customers who express disinterest?

A. Arbitration rules to deprioritize the customer segment.

B. Suitability condition for customer empathy considerations.

C. Applicability condition to respect customer preferences.

D. Eligibility condition based on customer survey responses.

ANSWER: C

Explanation:

Applicability condition to respect customer preferences is correct because applicability policies determine whether a specific action is relevant to an individual customer. A customer's explicit statement that they are not interested in iPhone products is a preference that makes an iPhone upgrade action inapplicable for that person. Configuring this condition ensures the action is filtered out before it can proceed through next-best-action decisioning, so the customer does not receive an offer that conflicts with their stated interests.

In Customer Decision Hub, engagement policies help organizations apply business constraints consistently while selecting actions. Applicability conditions are particularly appropriate when the decision depends on a customer's expressed interests, preferences, or relationship context. The survey response can be represented as customer data and evaluated by the applicability rule for the iPhone-upgrade action or an associated action group. This makes preference handling explicit, auditable, and reusable across relevant inbound and outbound channels. It also supports more relevant customer interactions by ensuring that only actions appropriate to the customer's known preferences remain available for arbitration. See Pega Academy's Engagement policies topic and Pega documentation on engagement policy.

QUESTION NO: 4

U+ Bank wants to use Pega Customer Decision Hubâ„¢ to show the Reward Card offer on its website to the qualified customers. In preparation, the action, the treatment, and the real-time container are already created. As a decisioning architect, you need to verify the configurations in the Channel tab of the Next-Best-Action Designer to enable the website to communicate with Pega Customer Decision Hub.

To achieve this requirement, which two tasks do you ensure are complete in the Channel tab of the Next-Best-Action Designer? (Choose Two)

A. Define the starting population.

B. Enable a web channel.

C. Map the real-time container to a business structure level.

D. Add contact policy rules.

E. Enable a web channel and map the real-time container to a business structure level.

ANSWER: E

Explanation:

Enable a web channel and map the real-time container to a business structure level. This is the required combination because web-based real-time personalization needs both a channel configuration and a container association. Enabling the web channel activates the channel through which the website can request next-best-action decisions from Customer Decision Hub. The web channel is the delivery mechanism that makes real-time interaction with the website available.

The real-time container must also be mapped to the appropriate business structure level so that Customer Decision Hub can determine which actions and treatments are eligible when the website invokes that container. The business structure mapping establishes the scope in which the container can access the relevant offers, including the Reward Card action and its configured treatment. Once these configurations are in place, the website can use the real-time container to retrieve applicable next-best actions for qualified customers.

This reflects Pega's real-time container model, in which a container represents the decisioning entry point used by an external channel, and its placement in the business structure governs action availability. See Pega Academy's Real-time containers topic and the Next-Best-Action Designer documentation.

QUESTION NO: 5

What is the name of the property that the system computes automatically when you use an Adaptive Model decision component?

A. Order

B. Propensity

C. Rank

D. Priority

ANSWER: B

Explanation:

Propensity is correct because an Adaptive Model decision component evaluates customer behavior and predictor values to calculate the likelihood that a customer will exhibit the modeled behavior, such as accepting an offer or responding to an action. This calculated likelihood is the propensity score. In a Pega decision strategy, the Adaptive Model component makes that score available as an output property, so downstream components can use it for decision logic, arbitration, ranking, or eligibility processing. The score is continuously informed by interaction outcomes and model learning, allowing the decisioning system to adapt its predictions as new evidence is received. Propensity is therefore the core prediction produced by adaptive analytics: it expresses the model's current estimate of the probability of a positive outcome for the customer in the given context. Pega Customer Decision Hub uses this type of predictive result to support relevant, individualized next-best-action decisions. See Pega's Customer Decision Hub learning resources and the Pega Customer Decision Hub documentation for decisioning and adaptive-model concepts.

QUESTION NO: 6

MyCo, a telecom company, wants to use Pega Customer Decision Hub™ to send the MyFone Pro offer through email to qualified customers. In preparation, the marketing team created an action, a treatment, and an action flow. As a decisioning architect, you verify the settings in the Channel tab of Next-Best-Action Designer to enable email communication.

To implement this requirement, the completion of which two tasks do you verify in the Channel tab of Next-Best-Action Designer? (Choose Two)

A. Enable the email channel.

B. Configure the starting population to run an outbound schedule.

C. Map a real-time container to a business structure level.

D. Add contact policy rules.

ANSWER: A B

Explanation:

To deliver the MyFone Pro offer by email, the email channel must first be enabled in Next-Best-Action Designer. Enabling a channel activates its channel-specific configuration and allows Customer Decision Hub to use the associated outbound delivery capability for eligible actions and treatments. The previously created action, treatment, and action flow provide the offer content and processing logic, while the enabled email channel makes email an available delivery path.

The starting population and outbound schedule must also be configured. An outbound email run needs a defined audience from which Customer Decision Hub evaluates customers for eligibility, arbitration, and contact-policy compliance. The schedule determines when the outbound run executes, so that the system evaluates the starting population and sends the selected email treatments at the intended time or recurrence. Together, an enabled email channel and a configured starting population with an outbound schedule establish the necessary channel setup for a scheduled outbound email communication. Pega's Customer Decision Hub learning resources describe configuring outbound channels and using Next-Best-Action Designer to operationalize customer engagement: Pega Customer Decision Hub mission and Pega Documentation.

QUESTION NO: 7 - (SIMULATION)

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.

ANSWER: See the explanation for the answer

Explanation:

Drag the placement types as follows:

Banner → A prominent, graphical recommendation displayed as a banner on the customer portal (normally one offer at a time).
Tile → Recommendations displayed as visual cards/tiles, typically allowing several offers to be shown together.
List → Recommendations displayed as a text-oriented vertical list of offers.

For the stated U+ Bank requirement—showing relevant banner ads when a customer visits the personal portal—the correct placement is **Banner** in the **Web** channel.

QUESTION NO: 8 - (SIMULATION)

You are a deaccessioning architect on a next-best-action project and are responsible for designing and implementing decision strategies. Select each component on the left and drag it to the correct requirement on the right.

ANSWER: See the explanation for the answer

Explanation:

The provided simulation JSON does not include the draggable components or the requirement labels to which they must be matched. The text only contains the generic instruction to drag each component on the left to the correct requirement on the right.

Answer: A definitive set of matches cannot be determined from this JSON alone. Please provide the simulation screenshot or the complete list of left-side components and right-side requirements.

QUESTION NO: 9

U+- Bank uses Pega Customer Decision Hub'" for their one-to-one customer engagement. The bank now wants to change its offer prioritization to consider both business objectives and customer needs.

Which two factors do you configure in the Next-Best-Action Designer to implement this change? (Choose Two)

A. Engagement policies

B. Business levers

C. Contact policies

D. Context weighting

ANSWER: B D

Explanation:

Business levers and **Context weighting** are the configuration factors used to balance organizational goals with customer-centered relevance during next-best-action arbitration. Business levers express the organization's strategic priorities, such as emphasizing sales, service, or retention outcomes. They influence how actions supporting those objectives are prioritized when Customer Decision Hub selects the next best action.

Context weighting complements that business perspective by adjusting the relative importance of customer context. The decision strategy can therefore account for what is most relevant to the customer's current situation, such as the interaction channel, the customer's lifecycle state, or the purpose of the interaction. Together, these settings allow the bank to make prioritization decisions that are not based solely on commercial value: the selected offer can reflect both the bank's objectives and the customer's needs at that moment.

This configuration is part of the arbitration capabilities available through Next-Best-Action Designer. For additional guidance, see the Pega Academy Next-Best-Action Designer mission and the Pega Documentation portal.

QUESTION NO: 10

The U+ Bank marketing department currently promotes various home loan offers to qualified customers. Now, the bank does not want customers to receive more than four promotional emails per quarter, regardless of past responses to that action by the customer.

Which option allows you to implement the business requirement?

A. Volume constraints

B. Outbound channel limits

C. Suppression policies

D. Suitability rules

ANSWER: A

Explanation:

Volume constraints are designed to manage contact frequency for individual customers in Pega Customer Decision Hub. They let the bank cap how often a customer can be presented with, or contacted about, actions over a specified time period and channel. For this requirement, the constraint can be configured for the email channel with a quarterly period and a maximum of four promotional-email contacts. This applies the policy at the customer level, ensuring that a qualified customer is not sent a fifth promotional email during the same quarter.

The requirement explicitly states that the restriction must apply regardless of the customer's prior response to the action. When configuring the volume constraint, the appropriate response-handling behavior can therefore be selected so that previous responses do not reset, bypass, or otherwise alter the frequency cap. This enables consistent contact-policy enforcement while Pega continues to use customer eligibility and decisioning logic to determine the most relevant home-loan offer for each permitted communication. Pega describes volume constraints as a mechanism for limiting the number of actions presented to customers across channels and time periods; see Pega Academy: Volume constraints and Pega Documentation.

QUESTION NO: 11

A financial services company uses the *Return any action that does not exceed constraint* volume constraint mode for an outbound email run. A customer qualifies for three actions. The Platinum Card action has reached its email volume limit, while the Travel Card and Cashback Card actions both have remaining email volume.

Which two statements are correct? (Choose Two)

A. The Platinum Card action is excluded because its email volume limit is reached.

B. The Travel Card and Cashback Card actions can remain in the returned set.

C. No actions are returned because one qualifying action exceeds its constraint.

D. The Platinum Card action is returned if it has the highest arbitration priority.

E. Only the lowest-priority action with remaining volume is returned.

ANSWER: A B

Explanation:

The Platinum Card action is excluded because its applicable email volume limit has been reached. An action that exceeds its constraint cannot be returned in this mode.

The Travel Card and Cashback Card actions can remain in the returned set because each action is evaluated against its own applicable constraint. The system does not remove available qualifying actions merely because another action has exhausted its volume.

This mode does not return no actions simply because one candidate is constrained, and it does not return the exhausted Platinum Card action based only on its customer qualification or priority.

QUESTION NO: 12

MyCo plans an always-on outbound email communication for its device-protection offers. The company wants Customer Decision Hub to evaluate the current eligible audience every time the schedule runs.

Which two tasks do you perform in Next-Best-Action Designer? (Choose Two)

A. Enable the email channel.

B. Select Refresh the audience on the outbound schedule.

C. Map a real-time container to the Device Protection group.

D. Create a fixed audience sample for each scheduled run.

E. Configure a web treatment for every device-protection action.

ANSWER: A B

Explanation:

Enabling the email channel makes email available as an outbound engagement channel for the configured actions and treatments. Without an enabled email channel, the system cannot use email as the intended delivery path.

Selecting Refresh the audience on the outbound schedule causes Customer Decision Hub to resolve the starting population again when the run executes. This ensures that recent changes to customer data, contact preferences, eligibility, or suppression status are considered for that execution.

Mapping a real-time container is required for inbound web or mobile interactions, not scheduled outbound email. A fixed audience sample does not meet the requirement to use the current eligible audience.

QUESTION NO: 13

A marketing team has created an email treatment with placeholders for customer name, renewal date, and monthly premium. Before the treatment is used in an outbound run, the team wants to verify that the content renders correctly for representative customers.

Which two tasks should the team perform? (Choose Two)

A. Create or use a seed list with representative customer records.

B. Use the Test email capability to send the treatment to the seed list.

C. Publish the action before validating the treatment.

D. Run the production outbound schedule for a small audience.

E. Replace all placeholders with fixed text in the treatment.

ANSWER: A B

Explanation:

Create or use a seed list with representative customer records is required because the records provide the data used to replace treatment placeholders. The seed list can include customers with different values to validate personalization and conditional content.

Use the Test email capability to send the treatment to the seed list is also required. This renders the email using the selected customer data and allows the team to inspect the delivered result in an email client.

Publishing the action or running a production outbound schedule is not necessary for controlled treatment validation. A preview without customer-context testing does not provide the same validation of placeholder replacement for multiple representative records.