



Pegasystems

PEGACPDC23V1 Exam

Certified Pega Decisioning Consultant (CPDC)

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Question 1. (Multi Select)

U+ Bank has a product eligibility matrix that defines what type of customers qualify for which offers when customers visit the bank's website. Which two components in the Next-Best-Action Designer allows you to define these conditions?

(Choose Two)

Response:

- A: Arbitration
- B: Constraints
- C: Channels
- D: Engagement Policy

Correct Answer: D, C

Question 2. (Single Select)

A bank has several credit card offers defined under the sales issue / credit card group. The card_type action property for some of the cards is set to VISA and for others to Mastercard. The bank wants to limit the total number of VISA cards sent via email in an outbound run. How do you implement this requirement?

Response:

- A: Define an action-level constraint for each of the actions separately.
- B: Define a property constraint based on the value of the card_type action property.
- C: Define a group-level constraint to limit all credit cards.
- D: Move the VISA and Mastercard actions to separate groups, then define two separate volume constraints

Correct Answer: A

Question 3. (Single Select)

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?

Response:

A: 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.

B: Configure a primary schedule for the original offer email and setup an ad-hoc or emergency schedule to send reminder emails

C: 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.

D: Create an action with a flow that contains 3 Send Email shapes, one for each email. Set appropriate wait times between the shapes.

Correct Answer: C

Question 4. (Multi Select)

U+ Bank has a product eligibility matrix that defines what type of customers qualify for which offers when customers visit the bank's website. Which two components in the Next-Best-Action Designer allows you to define these conditions?

(Choose Two)

Response:

A: Arbitration

B: Constraints

C: Channels

D: Engagement Policy

Correct Answer: D, C

Question 5. (Single Select)

Which business objective is best suited for the Next-Best-Action approach?

Response:

- A: Growth
- B: Productivity
- C: Change management
- D: Employee satisfaction

Correct Answer: A



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