

Pega CPDC

PEGA DECISIONING CONSULTANT CERTIFICATION QUESTIONS & ANSWERS

Exam Summary – Syllabus – Questions

CPDC

Certified Pega Decisioning Consultant (CPDC)

60 Questions Exam – 70% Cut Score – Duration of 90 minutes

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Know Your CPDC Certification Well:

The CPDC is best suitable for candidates who want to gain knowledge in the Pega Decisioning Consultant. Before you start your CPDC preparation you may struggle to get all the crucial Decisioning Consultant materials like CPDC syllabus, sample questions, study guide.

But don't worry the CPDC PDF is here to help you prepare in a stress free manner.

The PDF is a combination of all your queries like-

- What is in the CPDC syllabus?
- How many questions are there in the CPDC exam?
- Which Practice test would help me to pass the CPDC exam at the first attempt?

Passing the CPDC exam makes you Certified Pega Decisioning Consultant (CPDC). Having the Decisioning Consultant certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

Pega CPDC Decisioning Consultant Certification Details:

Exam Name	Certified Pega Decisioning Consultant
Exam Code	CPDC
Exam Fee	USD \$175
Exam Duration	90 Minutes
Number of Questions	60
Passing Score	70%
Format	Multiple Choice Questions
Books / Trainings	Class Schedule
Schedule Exam	Pearson VUE
Sample Questions	Pega PEGACPDC88V1 Exam Sample Questions and Answers
Practice Exam	Certified Pega Decisioning Consultant (CPDC) Practice Test

CPDC Syllabus:

Topic	Details	Weights
Next-Best-Action concepts	<ul style="list-style-type: none"> - One-to-one customer engagement - Optimize the customer value in the contact center - Essentials of always-on outbound - Define the starting population 	10%
Actions and treatments	<ul style="list-style-type: none"> - Define and manage customer actions - Present a single offer on the web - Define an action for outbound 	12%
Engagement policies	<ul style="list-style-type: none"> - Define customer engagement policies - Create an engagement strategy - Customer journeys 	12%
Contact policy and volume constraints	<ul style="list-style-type: none"> - Avoid overexposure of actions - Avoid overexposure of actions on outbound - Limit action volume on outbound 	13%
AI and Arbitration	<ul style="list-style-type: none"> - Action arbitration - Action prioritization with AI - Prioritize actions with business levers 	8%
Channels	<ul style="list-style-type: none"> - Real-time containers - Create a real-time container - Send offer emails - Share action details with third-party distributors 	10%
Decision strategies	<ul style="list-style-type: none"> - Create and understand decision strategies - Create engagement strategies using customer credit score - Create eligibility rules using customer risk segments 	25%
Business agility in 1:1 customer engagement	<ul style="list-style-type: none"> - Agility in a customer engagement project - Change management process - Building your business operations team - Life cycle of a change request - Change request types - Launching a new offer on web - Updating existing actions - Implementing business changes using Revision Manager 	10%

Pega CPDC Sample Questions:

Question: 1

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?

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

Answer: a

Question: 2

The arbitration factor that allows you to assign financial values to actions is called:

_____.

- a) business levers
- b) propensity
- c) action value
- d) context weighting

Answer: c

Question: 3

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?

- 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.

Answer: c

Question: 4

A bank has chosen an email service provider to deliver the offer messages selected by Pega Customer Decision Hub.

The service provider prefers that the bank uploads a file per batch of customers to a cloud storage location, either on Microsoft Azure or Amazon S3.

As a consultant working on the project representing the bank, what is your response?

- a) Action details can only be transferred via secure FTP.
- b) Action details will be written to the local filesystem by default. But we will write an external process to transfer them to the cloud.
- c) Action details can be written directly to Amazon S3 but not Microsoft Azure.
- d) Action details can be directly written to either of those cloud storage solutions.

Answer: d

Question: 5

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

- a) Propensity
- b) Customer.Value
- c) Primary.Income
- d) Average Margin of all actions

Answer: a

Question: 6

U+ Bank has decided to present the Platinum Plus credit card, a lower ranked card, to customers who visit their home page. Which arbitration factor do you configure to implement this requirement?

- a) Business levers
- b) Context weighting
- c) Propensity
- d) Action value

Answer: a

Question: 7

In a decision strategy, to use a customer property in an expression, you _____.

- a) use the property as defined without any prefix
- b) prefix the property with the keyword Customer
- c) define Customer page in Pages and Classes
- d) define the property as a strategy property

Answer: b

Question: 8

Which two of these statements is true about creating segments?

(Choose Two)

- a) The list of customers in a segment can be viewed from within the segment
- b) A segment run can be triggered by the Next-Best-Action outbound schedule
- c) In a segment you can reference customer properties OR another segment, but not both.
- d) When building the segment, if you want to know the count resulting from the criteria defined so far, the only way to do this is by running the segment.
- e) The result of a criteria group can be combined with the result above it using AND and OR operators.

Answer: a, b

Question: 9

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)

- a) Arbitration
- b) Channels
- c) Engagement Policy
- d) Constraints

Answer: c, d

Question: 10

What does a dotted line from a Group By component to a Filter component mean?

- a) Information from the Group By component is copied over to the Filter component.
- b) The Filter component references a property from Group By component.
- c) Evaluate the Filter component first to evaluate the Group By component.
- d) There is a one-to-one relationship between the Group By and the Filter components.

Answer: d

Study Guide to Crack Pega Decisioning Consultant CPDC Exam:

- Getting details of the CPDC syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the CPDC exam.
- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.
- Joining the Pega provided training for CPDC exam could be of much help. If there is specific training for the exam, you can discover it from the link above.
- Read from the CPDC sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.
- Practicing on CPDC practice tests is must. Continuous practice will make you an expert in all syllabus areas.

Reliable Online Practice Test for CPDC Certification

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