

## Pega Certified Decisioning Consultant (PCDC) Version 8 (2019)

### Exam Blueprint

---

The Pega Certified Decisioning Consultant (PCDC) certification is for professionals participating in the design and development of a Pega Customer Decision Hub™ solution. This certification ensures you have the skills to apply design principles of Decision Strategies, Next-Best-Action, as well as Predictive Analytics.

The PCDC Version 8 exam includes multiple choice, scenario, and drag/drop questions. If multiple answers are required, the text states how many responses are needed.

**EXAM CODE:** PEGAPCDC80V1\_2019

**RECOMMENDED PREREQUISITE:** *Pega Decisioning Consultant* course in [legacy Pega Academy application](#)

**LANGUAGES:** English

**NUMBER OF QUESTIONS:** 60 | 1 hour 30 minutes | **PASSING SCORE:** 70%

**EXAM TOPICS:**

**Next-Best-Action Concepts (8%)**

- Customer Decision Hub Overview
- Optimizing customer value in the contact center

**Next-Best-Action Designer (15%)**

- Defining and managing propositions
- Authoring Next-Best-Action decisions
- Configuring Next-Best-Action designer for real-life scenarios

**Decision Strategies (47%)**

- Using propositions in a decision strategy canvas
  - Calculating dynamic prices
  - Selecting the most profitable proposition
  - Selecting the target audience
  - Defining proposition eligibility rules
  - Learning from historical interactions
  - Using aggregated data to select the best offer
  - Designing decision strategies for real-life scenarios
  - Testing strategies en masse with simulations
  - Understanding decision strategy execution
-

- Arbitrating between propositions
- Evaluating customer credit score
- Avoiding redundant product offerings

#### **AI Powered 1-to-1 Customer Engagement (30%)**

- Predicting customer behavior
  - Using third party predictive models
  - Using adaptive models
  - Utilizing text analytics to improve business performance
-