

# Latest Version: 6.0

## Question: 1

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

Response:

- 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**

## Question: 2

Which two of these statements is true about creating segments?

(Choose Two)

Response:

- 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: AB**

## Question: 3

When building a predictive model, at what stage do you compare the performance of predictive models?

Response:

- A. Model Development stage
- B. Model Analysis stage
- C. Model Export stage
- D. Model Comparison stage

**Answer: B**

## Question: 4

What is the difference between predictive and adaptive analytics?

Response:

- A. Predictive models have evidence.
- B. Predictive models predict customer behavior.
- C. Predictive models can predict a continuous value.
- D. Adaptive models use customer data as predictors.

**Answer: C**

## Question: 5

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

\_\_\_\_\_.  
Response:

- A. business levers
- B. propensity
- C. action value
- D. context weighting

**Answer: C**

## Question: 6

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.

**Answer: C**

### Question: 7

U+ Bank has introduced a new credit card for which no historical customer behavior is known. U+ wants to offer this credit card on the customer personalized web portal. Given the scenario, which is the rule type you must use?

Response:

- A. When rule
- B. Decision table
- C. Adaptive model
- D. Predictive model

**Answer: C**

### Question: 8

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?

Response:

- A. Business levers
- B. Context weighting
- C. Propensity
- D. Action value

**Answer: A**

### Question: 9

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

Response:

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

**Answer: A**

**Question: 10**

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

Response:

- A. Propensity
- B. Customer. Value
- C. Primary. Income
- D. Average Margin of all actions

**Answer: A**