



## Pega Certified Decision Consultant

( Pega Certified Pega Decisioning Consultant PEGACPDC 8.8V1 )



### Course Overview:

This Pega CPDC certification course is intended for System Architects and Application Developers who are directly involved in the design and construction of applications built on Pega.

The **Pega Certified Decisioning Consultant (CPDC)** certification is for developers and technical staff members who want to learn how to do marketing with Pega decisioning & **Pega Certified Senior System Architect (PCSSA)** certification validates the ability to use Pega to design and build for reusability across multiple lines of business. It includes applying best practices, understanding application debugging and performance tuning, and addressing security/access requirements in an application. The PCSSA version 8 exam includes scenario questions, multiple choice questions and drag/drop items.

### What you'll learn:

By the end of this course, you will be able to successfully:

- To attain the Pega CPDC Certification
- To get familiar with the Pega decisioning & marketing features.
- To work with the various tools to perform effective marketing.

### Material Provision for this course:

- Training recordings will be shared

### Course Duration:

- 30 Hours

## Course Details:

S No	Topic	Sub Topic
01	Introduction	<ul style="list-style-type: none"> <li>• Introduction to the course</li> <li>• Lab scenario</li> </ul>
02	Next-Best-Action concepts	<ul style="list-style-type: none"> <li>• One-to-one customer engagement</li> <li>• Optimize the customer value in the contact center</li> <li>• Essentials of always-on outbound</li> <li>• Define the starting population</li> </ul>
03	Actions and treatments	<ul style="list-style-type: none"> <li>• Define and manage customer actions</li> <li>• Present a single offer on the web</li> <li>• Define an action for outbound</li> </ul>
04	Engagement policies	<ul style="list-style-type: none"> <li>• Define customer engagement policies</li> <li>• Create an engagement strategy</li> <li>• Customer journeys</li> </ul>
05	Contact policy and volume constraints	<ul style="list-style-type: none"> <li>• Avoid overexposure of actions</li> <li>• Avoid overexposure of actions on outbound</li> <li>• Limit action volume on outbound</li> </ul>
06	AI and Arbitration	<ul style="list-style-type: none"> <li>• Action arbitration</li> <li>• Action prioritization with AI</li> <li>• Prioritize actions with business levers</li> </ul>
07	Channels	<ul style="list-style-type: none"> <li>• Real-time containers</li> <li>• Create a real-time container</li> <li>• Send offer emails</li> <li>• Share action details with third-party distributors</li> </ul>
08	Decision strategies	<ul style="list-style-type: none"> <li>• Create and understand decision strategies</li> <li>• Create engagement strategies using customer credit score</li> <li>• Create eligibility rules using customer risk segments</li> </ul>
09	Business agility in 1:1 customer engagement	<ul style="list-style-type: none"> <li>• Agility in a customer engagement project</li> <li>• Change management process</li> <li>• Building your business operations team</li> <li>• Life cycle of a change request</li> <li>• Change request types</li> <li>• Launching a new offer on web</li> <li>• Updating existing actions</li> <li>• Implementing business changes using Revision Manager</li> </ul>
10	Exam Tips	<ul style="list-style-type: none"> <li>• Certification Exam tips and guidance</li> </ul>



## **PegaGang Offering Courses ::**

- **Pega Certified System Architect ( PCSA )**
- **Pega Certified Senior System Architect ( PCSSA)**
- **Pega Certified Lead System Architect ( PCLSA- Part-1 Architect & Part-2 App Build )**
- **Pega Certified Business Architect ( PCBA )**
- **Pega Certified Robotics System Architect ( PCRSA )**
- **Pega Certified Decisioning Consultant (CPDC)**
- **Pega Certified User Interface Specialist ( CUIS )**
- **Pega Testing**
- **Pega Administration**

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