# Personalize the customer experience with **Pega's real-time decision hub**

## Meet consumer needs for increased engagement, revenue, and growth

Today's consumer expects an engaging experience and a personalized journey. Brands need smart automation and AI to improve customer connections through the right channels and touchpoints.

Many challenges can impair the customer experience. Companies need to balance acquiring customers with retaining the existing base, all while meeting their needs. Telecommunications and cable organizations without a modern customer-service approach that capitalizes on technology are more likely to struggle against the competition.

Organizations are finetuning customer offers to increase revenue and reduce churn but often struggle to track which offers customers receive, accept, or reject, leading to redundant efforts and a poor brand experience. Consumer behavior must also be considered when proposing new subscriptions, so that each offering is timely and relevant.

## How does the product address these challenges?

Pega offers an integrated solution through the real-time decision hub to deliver both engagement and operational efficiency. It enables industry-focused, customer-service transformation to overcome specific hurdles in meeting consumers' demands.

Pega introduces digital channels into offerings to better gather data and address the clustered information that hampers pricing decisions. And with its AI-enhanced data modeling engine and automation, this solution drives the creation of personalized options in real-time to provide the right offers at the right moment for an enhanced customer experience.

## Solution overview

The real-time decision hub uses Pega's proprietary OOTB (out-of-the-box) framework to bring in automated decisioning and offer recommendations based on customer behavior. The hub is the foundation for Pega's Next Best Action solution that combines predictive analytics with algorithms built to extract value from data, turning it into actionable insight. This way, companies can learn the decisions, responses, and tendencies of their consumers and adapt their solutions accordingly.

The benefits of the real-time decision hub include:

- Best-offer recommendations based on customer characteristics and behavior

- Increased value proposition for both the client and customer

- Ability to redefine new or existing strategies with its adaptive model

- Automated reporting of customer interaction history for increased efficiency.

This solution is part of the Pega technology platform, including a center of excellence, BPM platform, and managed services. It is all powered by the Pega AI platform, built for delivering across inbound, outbound, owned, and paid channels for attending to several business needs.

Pega's AI runs continuously, reading the billions of signals generated by customers and enabling companies to predict their actions and anticipate what they will need next. This is how the best course of action is identified while making personalization within each interaction possible.

## The Customer Decision Hub
### a single-decision authority

Marketing
Sales
Customer service
Operations

**AI**
Pega Customer Decision Hub

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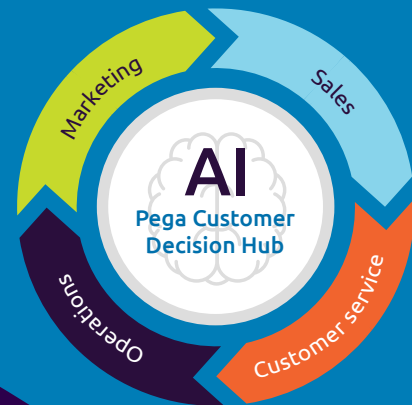
**Taxonomy**
Define your Next Best Action business structure and customer status

**Constraints**
Set outbound channel limits and suppression policies

**Engagement policy**
Capture business rules which define when actions are appropriate

**Arbitration**
Prioritize actions based on customer relevance and business priority
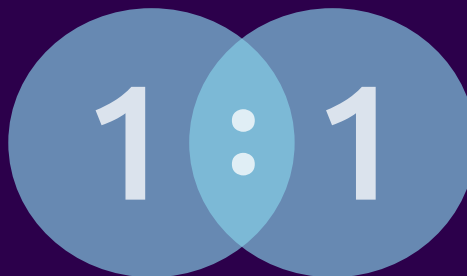
**Channels**
Activate the channels and triggers that invoke Next Best Action

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## Build customer lifetime value
### with one-to-one, intelligence-driven engagements

**1 : 1**

Define your business structure

Enable channels and the triggers for Next Best Action

Set customer constraints and contact policies

Define how you will prioritize and arbitrate across actions

Define how you will engage with customers

# Differentiators

Capgemini believes AI can present new business opportunities, and we are committed to realizing this potential for our clients. Our partnership with Pega enables us to navigate the current business landscape's challenges and introduce new capabilities through data science and orchestrated action using process-management platforms. With more than 2,000 Pega-certified experts, our team has the digital strength and transformational experience to bring optimal value to industry leaders.

Some outcomes we have delivered with the real-time decision hub include:

- Reduced churn rates and enhanced customer value through the next-best-offer algorithm

- Increased satisfaction and loyalty thanks to an automated system prioritizing critical issues and deflecting inefficient tasks

- $20 million return on investment in the first year of using the model, with increased profitability and customer satisfaction, for a leading telecommunications and cable provider

- Increased monthly expected revenue per call and per gained customer for an American broadcasting company.

# Why Capgemini

Since 2005, Capgemini has partnered with Pega to drive enhanced customer experience and operational efficiency excellence for our clients. With more than 2,000 Pega-certified experts, our team has combined our digital strength and transformational expertise to bring value to industry leaders through Pega technology.

Clients across industries trust Capgemini to help solve critical business functions to improve customer experience. We deliver a growing range of solutions with Pega, including advisory, governance, DevOps and cloud migration, AI and data-driven real-time insights, and customer engagement. We work to implement intelligent automation and AI-powered processes into the customer journey for improved touchpoints. With our expertise in driving engagement and leveraging the real-time decision hub, we can predict customer needs and personalize every interaction to redefine your enterprise's customer experience.

## For more information, contact:

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## About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology, and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. A responsible and multicultural company of 265,000 people in nearly 50 countries, Capgemini's purpose is to unleash human energy through technology for an inclusive and sustainable future. With Altran, the Group reported 2019 combined global revenues of $20 billion.

Learn more about us at

## www.capgemini.com

Note: current conversion is €1 to $1.18 (8/15/20)