



Redefining the customer experience with Pega's Next Best Action

Turn data into actionable insights and achieve operational excellence

Today's consumer expects an engaging experience and a personalized journey. Brands need to apply smart automation and AI to better connect with their customers through the right channels and touchpoints with ease to meet their end-to-end needs.

However, many companies report challenges in availability and agility and scaling their services for future requirements. Customer service is also affected by the need to switch between multiple applications, high handling times, employee training requirements, and truck rolls for service calls. Organizations seeking to successfully deliver the compelling experiences demanded by their consumers need to bridge the gap between their front-end and complex back-end systems.





Overview

Pega Customer Decision Hub is a centralized decision authority that crosses multiple channels. These channels learn together, leveraging cross-channel data and intelligence to adapt with the customer. Pega offers an integrated solution that brings together its industry-leading case management and AI capabilities to deliver both engagement and operational efficiency. It enables industry-focused, customer-service transformation to overcome hurdles in meeting consumer demands in its sector.

Next Best Action is the center of the Customer Decision Hub, connecting and adding real-time intelligence to all touchpoints and allowing them to work together when interacting with a customer.

To extract real value from data requires turning it into insight and then taking action, which means making coordinated decisions in real-time across all channels. Pega's Next Best

Action achieves this through its AI-enabled data-modeling algorithm engine. With this model, service agents can unify customer data, work more efficiently to solve issues in less time, and even reduce the number of technicians who need to be rolled out in trucks to resolve issues.

Consumers voicing their needs and expectations demand to be heard. This consumer-focused trend is common across industries but is especially the case in manufacturing, life sciences, high-tech, and communications. With Pega, companies can uncover actionable insights and provide an enhanced experience by listening to their customers through different streams, even as needs change.

The benefits of Pega Next Best Action include:

- Hyper-personalized pricing and offers enabled by the proprietary decision engine developed on Pegasystems' technology
- Easy access to all customer data in a single application with built-in tools to resolve issues
- Service agents can troubleshoot issues using data and inputs in real-time through the Next Best Action program
- A 360-degree view of the customer for agents, helping them deliver the best possible customer experience.





Solution

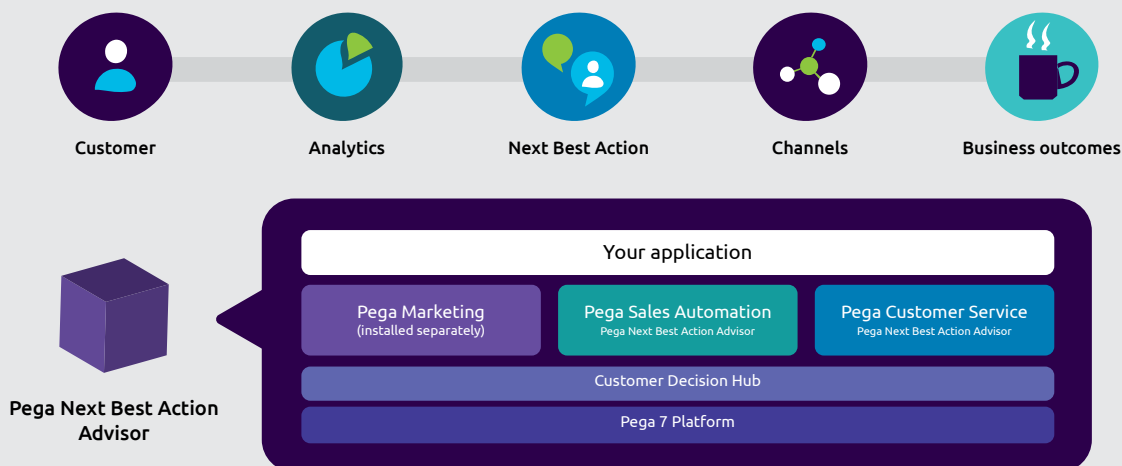
Real-time decisioning is the core of the Next Best Action solution. It combines predictive analytics with algorithms developed through mining large sets of data, with adaptive analytics containing self-learning algorithms that improve with each interaction – all with integrated business rules to allow users to prioritize and arbitrate between decisions. This consolidation ensures the seamless connection needed between the complex back-end operations and front-end facing consumers.

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. Their behavior is evaluated in real-time to identify the best course of action, making personalization within each interaction possible.

Pega technology and services include a center of excellence, BPM platform, managed services, and customer-decision hub for attending to a variety and combination of business needs. All of this is powered by Pega's AI software, built for delivering across inbound, outbound, owned, and paid channels.

“ Pega's Next Best Action starts with the customer, then uses advanced analytics and AI-based decisioning to evaluate all the possible actions in the right context of that moment, and only engages when there is a specific need and the customer is ready to listen.”

Sandipan Mukherjee
Head of Delivery and Operations,
North America Pega Practice



Differentiators

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.

Some of the outcomes we have delivered with Pega include:

- Reduced average call times by 15 percent due to one-screen capabilities, facilitating work for service agents
- Reduced unnecessary truck rolls for greater efficiency
- Onboarding for new care agents reduced from six weeks to one day
- \$20-million return on investment in the first year of launching a data-modeling engine for a hyper-personalized customer experience.

Why Capgemini

Clients across all major industries trust Capgemini to help solve critical business issues surrounding the customer experience. We deliver a growing range of services tailored around Pega, including advisory, governance, DevOps and cloud migration, AI and data-driven real-time insights, and customer engagement. Capgemini is a proud Platinum Pega Partner with more than 15 years of consistent, award-winning performance and delivery. We work to implement smart automation and AI-powered processes into the customer journey for improved touchpoints.

And with our experience in working with Pega's Next Best Action platform, we can ensure real business value from turning data into insight to achieve greater operational efficiency for the enterprise, regardless of its sector.

Capgemini closely collaborates with Pega to help organizations re-imagine their entire business. Learn more about how we can leverage the benefits of Pega for your enterprise.

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About Capgemini

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Note: current conversion is €1 to \$1.09 (4/1/20)

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