

Making History



**How Sunrise-UPC can compete for
the title of Switzerland's #1 provider**

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Realizing your potential at a unique time of opportunity

The merger into Sunrise-UPC signifies an historic moment. One which may come to define the future of the Swiss telecom market.

As Switzerland's leading gigabit broadband & cable TV provider and one of the world's best mobile networks unite, the stage is set to mount a challenge for the title of Switzerland's #1 CSP – transforming the status quo and challenging Switzerland's incumbent provider, Swisscom.

To realize this potential, Sunrise-UPC must out-perform and out-manoeuvre their competition. This can be achieved with a partner who is proven at delivering the right actions at every interaction – delivering personalized customer engagements seamlessly across all current and future channels.

Pega is in a unique position to take up this role. We've worked with Liberty Global for years, simplifying and transforming customer journeys across channels to achieve lower costs and faster resolutions.

Pega can partner with Sunrise-UPC as you embark on your mission to merge, providing the complexity-crushing expertise and personalized engagement execution to support your strategic imperatives, and to form the foundations to become Switzerland's leading telecom provider.

“Challenging for the title of Switzerland's #1 Telecoms Provider – it can happen with Pega.”



Modernizing experiences with personalized engagement

Customer expectations are accelerating, increasingly influenced by digital disruptors. Customers, today, demand personalized experiences delivered seamlessly across channels – mimicking the engagement of companies such as Google, Facebook, and Apple.

Pega can help Sunrise-UPC provide its customers with exceptional experiences, aligned to their needs at that moment. We deliver a bespoke and tailored service that delivers the best actions at the right times, driving improved understanding of your customers' needs and creating targeted offers tailored to them.

Pega's AI knows each individual customer and household. It has insights into their needs, their wants and their monthly budget. It uses powerful models to weigh this customer insight against Sunrise-UPC's business strategies for sales, care and brand. High lifetime value customers are put on retention strategies and do not churn, high potential customers are offered smart bundles to maximize their household spend and lower value customers might be enticed to upgrade to a premium brand.

Recreating the human touch online

Even better than an experience with an agent in a retail store, Pega's AI Brain knows your customers' situation, needs and wants. It makes contextual, relevant and empathetic decisions in real-time at every customer interaction, in every channel (digital, email, agent assisted, retail shop). Customers get timely, relevant and price-balanced offers which lead to significant improvements in customer loyalty, NPS scores and brand affinity. Pega negotiates prices in real-time with your customers considering customer lifetime value for retention scenarios.

This ensures that customers get value from your messages, and you earn the right to consistently engage them, expanding your long-term relationships, accelerating subscriber growth, and banishing churn.

BENEFITS FOR SUNRISE-UPC

30M

CHF INCREMENTAL CROSS- AND UP-SELL REVENUE PER YEAR

75k

ADDITIONAL CUSTOMERS RETAINED PER YEAR

10M

CHF ADDITIONAL ACQUISITION REVENUE

Pega accelerating growth and time to value for the newly-merged Sunrise-UPC

Whether it's actively converting mobile only subscriptions into smart bundles, retaining a high customer lifetime value with a retention offer in Customer Care or making an acquisition offer to SME, the acceptance rate of Pega offers and NBAs are **10 times higher** than traditional campaigns leading to significant business impact on revenue, churn and loyalty.

The unification of the legacy Sunrise and UPC IT systems is a challenge central to realizing this strategic imperative, providing a holistic view of all customers in real-time – the competitive silver-bullet to truly distinguish you in the market.

Pega can help you crush the complexity of this IT unification through its [Center-out business architecture](#) and AI and Machine Learning capabilities.

Leveraging our existing relationship with Sunrise-UPC and [proven intelligent Customer Service capabilities](#), we can unify and drive value from these dual-IT systems, and facilitate the combined access and intelligence to enable targeted cross- and up-sell customer plays within 6-8 weeks.

▶ **HELPING SUNRISE-UPC
BRIDGE THE GAP**

Watch the Pega video

What's more, the path to these benefits is achieved through a low-risk approach that wraps old systems in an agile technology layer. Pega's Wrap and Renew™ approach removes risk and preserves stability from legacy investments while adding agility, so you can connect to digital channels at the speed of today.

At Pega, we are very proud of our relationship with Sunrise-UPC and see significant potential for further scale and benefits through Sunrise-UPC's adoption of Pega 1:1 customer engagement. We believe that embracing a one-team methodology and uniting both organizations on the same platform will deliver the actionable intelligence needed to unlock new revenue streams and make an historic impact on the market.



1:1 Customer Engagement

We facilitate true 1:1 customer engagement by unifying our AI-powered Pega Customer Decision Hub™ with our CRM Agent Desktop. The resulting combination is an engagement strategy that enables you to know what your customer wants, when and where they want it, in real-time, across any channel.

To drive real value and deeper customer engagements, Pega can help Sunrise-UPC accelerate merger time-to-value. We can help you rapidly create strategic plans of acquisition and retention for your Swiss customers; preventing churn, driving growth, and accelerating cross- and up-sell opportunities between both organizations.



HOW PEGA DELIVERS FOR YOU

CUSTOMER DECISION HUB

Pega Customer Decision Hub™ optimizes customer lifetime value by providing an “always-on brain” for your business – unifying your data, analytics, and channels into one connected experience. Customer Decision Hub collects data from every interaction as it’s taking place. It combines that with the customer’s full interaction history to determine their current context, and then delivers next-best-action recommendations during their moment of need. It also integrates seamlessly with NBO model assets, enhancing the value of pre-existing solutions developed for your customer base.

CRM AGENT DESKTOP

Pega CRM Agent Desktop consolidates relevant customer information from your legacy systems, interaction data, and service requests into a composite 360-view. Providing agents and customers with a guided, intuitive experience that delivers the best outcomes for everyone, seamlessly, it speeds-up resolution times, increases NPS scores, and delivers a desirable experience for all.

1:1 Customer Engagement

The combination of our AI-powered Pega Customer Decision Hub™ with our CRM Agent Desktop has produced excellent results for Sunrise-UPC already. However, we have only scratched the surface in terms of potential. We want to unleash the full power of your customer data and drive revenue opportunities with Sunrise-UPC.

WITH PEGA, UPC
HAS ACHIEVED
REMARKABLE BENEFITS:

INTERNAL COSTS DROPPED

FROM \$10 PER MOVE
REQUEST TO NEARLY \$0

INTRODUCED AND IMPLEMENTED

NEW PEGA CRM SYSTEM IN
LESS THAN SIX MONTHS

ELIMINATED 79 CLICKS

WITH NEW PEGA CRM AGENT DESKTOP

REDUCED THE AVERAGE HANDLING TIMES

(AHT) BY MORE THAN 30 SECONDS

BUT THIS IS JUST THE TIP
OF THE ICEBERG, AND
WE PREDICT FURTHER
OPPORTUNITIES AWAIT:

CROSS-SELL AND UP-SELL

OPPORTUNITIES TO THE TUNE OF €30M

75k

ADDITIONAL CUSTOMERS YEAR-ON-YEAR

WIDESPREAD MIGRATION

FROM SWISSCOM TO SUNRISE-UPC

SUNRISE-UPC CHALLENGING

FOR THE TITLE
OF SWITZERLAND'S #1 PROVIDER

Sunrise implementation

Through Pega implementation, Sunrise-UPC will gain access to the same level of 1:1 customer engagement insights that Sunrise-UPC currently experiences across both its data and yours. Additionally, Sunrise-UPC agents will acquire all customer data and interactions of Sunrise-UPC customers to date, to capitalize on new revenue streams, and be able to achieve this view in weeks not years.

A history of M&A success

Mergers and Acquisitions within telecoms is no new phenomenon. And at Pega, we have first-hand experience working with organizations to simplify the challenges that M&A creates. Using the AI Brain of Pega's CDH together with the Muscle of Pega's intelligent automation and dynamic case management the time needed to reveal the full merger potential can be reduced from years to months. But don't just take our word for it – see below how we've helped some of the world's leading CSPs deliver positive business outcomes through **1:1 customer engagement**.

BT

BT acquired EE and set-out on a quest to provide brilliant digital and in-person experiences everywhere, at any time. BT implemented a single, real-time decisioning brain to power decisions across BT and EE and multiple channels, ensuring customers were receiving the best experiences, no matter which channel they chose to interact through.

SIMPLIFIED AND STREAMLINED

the process of customer interactions, reducing the need to switch between 100+ applications.

EMPOWERED BUSINESS USERS

to engineer their own solutions without relying on IT.

REPLACED 17+ DIFFERENT VERSIONS

of a decisioning tool across different channels with a single brain that powers decisions across all channels.

"Thankfully, we made the right decision, and we chose Pega for both brands... So a single, real-time decisioning brain powering the decisions across the two brands and multiple channels."

Leana Kielkowicz | Head of Decisioning | BT

VodafoneZiggo

Formed due to a 50/50 merger between Vodafone and Liberty Global, VodafoneZiggo is the Netherlands' leading cable provider. VodafoneZiggo's use of 1:1 customer engagement arbitrates between service, sales, marketing, and brand loyalty messages in real-time, based on each customer's unique context, to create a proposition with the customer at the heart of all decision-making.

45% OFFER

acceptance rate.

25 POINT INCREASE

in agent NPS.

NO ADDITIONAL HANDLE TIME

required when suggesting next-best-action.

"We needed to have an orchestration tool, one that could decide whom, to send what, at what time, and on what channel. That's why we invested in Pega."

Nicole Verburg | Director, Customer Value Management
VodafoneZiggo

A future together, with Pega

The newly formed Sunrise-UPC had amazing potential on the Swiss Market. In fact it is a unique opportunity to remove Swisscom from its position at the top of the telecom market and become Switzerland's #1 provider.

The stage is set to create a lasting impact on the Swiss Telecom industry, achieved through a centralized focus on the customer and on consolidating and sharing data sources across organizations to deliver a holistic view.

Pega can help you realize your potential at this unique moment in history and provide the 1:1 customer engagement platform required to predict customer needs, personalize every interaction, and deliver across channels to accelerate growth and banish churn. We can accelerate Time-to-Value for the newly combined company – bringing value to customers in months instead of years.

Forging deep foundations for the future starts with a single step – and engaging with the dedicated Pega team can accelerate merger time-to-value to unlock growth opportunities.



“Creating a long-lasting impact on the Swiss Telecom market – it can happen with Pega.”

Tomorrow starts now

“We are moving towards a future that’s full of opportunity for the Swiss Telecom market – and Pega looks forward to helping Sunrise-UPC rise to the very top and profit further in the years to come”

Alan Trefler, Pegasystems Founder & CEO

Our dedicated team, led by [Joe Keleher](#), are focused on exploring and innovating this future alongside Sunrise-UPC.

Get in touch to begin tomorrow, today.