

A \$1B+ opportunity to turn real-time insights into profitable actions

Today

2020 objectives

- Drive gross adds and upgrades
- Provide next best experiences
- Reduce calls into the call center
- Improve digital engagement
- Reduce churn with market offers
- Cross-Sell/Up-Sell
- Improve CSAT
- Improve IVR routing with AI
- Reduce AHT to 5 minutes or less

It's hard for Reps to do what's right for the customer or what's right for you

- **It's too hard to sell:** Complex plans and products for some customers with bundles
- **It takes too long to meet the customer need:** Transaction times are long. Different experiences in different channels
- **It's too complex:** Looking up individuals in multiple systems, capturing responses, searching for help

However

Make it personal, make it simple, make it fast

- Leverage NBX to deliver Right Customer, Right Solution at Right Time
- React in real-time to customer events
- Deliver Pega Process Fabric to digitize your Frontline systems and enable Intelligent Automation
- Deliver a unique 1:1 consistent experience across all AT&T customer channels

A new way with Pega

Turn your insights into Next Best Actions

- A single Customer Decision Hub driving the Next Best Experience and Offer across channels
- Leverage adaptive models to continuously learn from customer and rep behavior
- Fulfill offers with end to end journey management and orchestration
- Seamlessly integrate with existing IT infrastructure limiting impact to the reps
- Enable business control over business outcomes
- Deliver a strategic 1:1 engagement that talks to them where they want to interact: customer care, web, app, store, etc. The result is a happy, profitable, loyal and engaged customer

Get started fast

NBX delivered in as little as 8 weeks

- Rapidly deploy NBX to all digital or care channel to maximize learning and models to drive exponential growth
- Spin up sister channels to enable consistent cross channel offers and maximize profits and retention

From insights into actions

- Leverage customer usage / insights to determine Next Best Package
- Reps are empowered to modify the Next Best Package vs starting from scratch
- Provide business with visibility into offer effectiveness across interactions

Projected result is \$1B+ benefit

Customer success stories



VODAFONE

- 300% improvement in offer acceptance
- 25% in campaign response
- 40% revenue growth



COMM BANK OF AUSTRALIA

- +12 lead in NPS, 3X in lead conversion
- 20 million next best conversations delivered per day
- Connected conversations across 18 channels



OPTUS

- New offers launched in <24 hours
- Campaign time to market decreased 90%
- 90% faster Net Promoter setup