Pega Discover: One-to-one Customer Engagement Agenda

Session Title	Speaker(s)	Session Abstract
Keynotes and Live Q&A		
Welcome and Opening	Alan Trefler, Founder and CEO, Pega	N/A
The New Digital Experience: Driven by Real-Time, Responsible AI	Steven Van Belleghem, Author, Keynote Speaker, Entrepreneur, Nexxworks Dr. Rob Walker, General Manager, One-to-one Customer Engagement, Pega	In 2020, the acceleration of digital experiences was unexpected, requiring everyone to innovate quickly. And consequently, put artificial intelligence (AI) at the center of everything. Companies are now using AI to engage more personally, adapt more quickly, and scale volumes to an unprecedented scope and scale – but at what cost? In this session, we'll explore the nature of real-time, one-to-one relationships that constantly adapt based on AI decisions. We'll explore the impact of bias, showcase the need for algorithmic robustness, and explain why customer empathy is no longer just a "nice-to-have" capability. It's now the primary means to building sustainable dialogue and differentiating a brand from the competition.
The Empathy Evolution at Vodafone	Simon Esland, Senior Manager, Marketing Platforms, Vodafone Group Matt Nolan, Senior Director of Product Marketing, Decision Sciences, Pega	Real-time technologies have been ignored for a long time in marketing landscapes built around campaigns and segments. Companies didn't have the analytics, automation, or data capabilities needed to get a return on investment (ROI). But as AI has become easier to adopt, those gaps have closed – and now real time is changing the nature of the profession. This session will explore how real-time decisioning has made "customer empathy" possible, at scale – providing a means to understand what each customer is going through now, and to embrace it. We'll explore how the team at Vodafone is using real-time decisions to calculate propensities, arbitrate messages and offers, and constantly recalculate next best actions for each individual and moment. Learn how Vodafone's efforts are changing the nature of its relationships – across the lifecycle.
The Intelligent Personalization Platform	Tim Higgins, Customer Insights and Growth Lead, ANZ, Accenture Applied Intelligence	Accenture has delivered many of the world's most successful one-to-one customer engagement implementations and is now partnering with Pega and Adobe to develop a fully-integrated personalization engine – driven by real-time decisioning and machine learning. The engine unifies the client's data, analytics, and channels into a single compelling experience, designed around best practices taken from dozens of high-value engagements.
Fireside Chat	Simon Esland, Senior Manager, Marketing Platforms, Vodafone Group Steven Van Belleghem, Author, Keynote Speaker, Entrepreneur, Nexxworks Amit Bansal, Applied Intelligence Lead A/NZ, Accenture Applied Intelligence [Moderator] Matt Nolan, Senior Director of Product Marketing, Decision Sciences, Pega	Today, empathy and hyper-personalization are more relevant and important than ever before. You have to seamlessly cross channels, be agile, and ensure you are engaging with the customer how they need it and when they need it most. And you have to do all of this at scale! Join us in this fireside chat to discuss real-world approaches of how to engage with your customers and use AI empathetically – now and for whatever the future may hold.

Tech Showcase Live		
Designing a Real-Time, One-to-One Experience with Pega Customer Decision Hub	Andrew LeClair, Sr. Product Marketing Manager, Pega Jimmy McDaniel, Sr. Solutions Consultant, Pega Alaina Herfindal, Solutions Consultant, Pega	A powerful AI can exponentially increase the speed, scale, and sophistication of your marketing program – but only if it's done right. That requires more than just analytics, modeling, and machine learning. It means truly empowering your employees and putting them in control – so that humans and AI can work together to achieve the best outcomes. In this session, we'll showcase how real-world teams use Pega Customer Decision HubTM to centralize their analytics, activate contextual data, and make billions of real-time decisions each day, including: • How data scientists operationalize predictive models and machine learning, simulate performance, and bring models online for real-time use • How business teams request new actions, offers, and treatments – and move them from concept to production so they can be used to engage customers • How operations teams build next-best-action strategies that pivot between selling, serving, and retaining, and ensure each interaction is contextual • How marketers use AI to enhance message and treatment selection, and drive deeper engagement through web, mobile, email, and call center • How organizations combine these capabilities to grow their business and generate a tremendous return on investment
Spotlight Talks		
Intelligent Personalization: How It Works in the Real World	Amit Bansal, Applied Intelligence Lead A/NZ, Accenture Applied Intelligence Rene van der Laan, Marketing & Decisioning GTM Director, Pega	The marketing technology landscape may have over 8,000 solutions, but very few were designed to work together and provide a truly compelling customer experience. In this session, Accenture will discuss how its new Intelligent Personalization Platform can help drive customer relationships to the next level, by evolving how organizations make customer decisions. We'll showcase how Accenture is upgrading traditional "push" technologies by unifying the stack, integrating real-time decisioning, and applying contextual next best actions during each interaction. The audience will learn how to augment their Adobe and other technology stacks using Pega, and leverage that combination to drive hundreds of millions of dollars in incremental value each year.
Eliminate guesswork. Make better business decisions by finding the next best action.	Lior Keet, Managing Director, Consulting, Ernst & Young, LLP Gabriele Ricci, Head of Plasma Delivered Therapies (PDT), IT, Takeda Pharmaceutical Company	Every day, hundreds of decisions are made across your organization. A few of them are made on the fly, some are rooted in fact, others are reached through collaboration. But what if you could apply what you've learned to your decision-making process in real time? With the combined strength of the EY-Pega alliance, Takeda Pharmaceutical Company has developed a solution to improve the experiences of its plasma donors. EY has led the way for Takeda to effectively implement Pega's next-best-action capability by applying a business-first approach, allowing its staff to respond in the moment, optimize the donor experience, and reach its goal of bringing people better health.
Driving Topline Growth Through One-to-one Personalization and Opti-channel Experience	Bhupesh Naik, Sr. Digital Strategy and Innovation Director, Infosys Ltd.	Topline growth can be realized by driving hyper-personalization to intervene at the optimal time, with the optimal message to influence the customer's behavior.

		You can also further influence growth by using the optimal channel for the customer's current needs and goals.
Built for Change: Adapting Quickly to a Rapidly-Changing World	Tim Sandkuhler, Account Executive, Capgemini Katie Hawkins, Engagement Manager, Capgemini	The pandemic has turned businesses upside down. Customer service has never been so important, yet today's reality means that call centers are understaffed, wait times are long, and churn is way up. Capgemini addressed these hurdles with a leading media client by providing it with the ability to switch over to pre-built offers on the fly. This meant accelerating integrations with the client's IVR system to allow thousands of customers to receive and accept retention offers while on the phone, freeing the limited number of call-center agents to address the highest-priority issues. The success of this approach has given the client new ways to use Pega Customer Decision Hub™ to implement next-best-action programs and drive success in the near future!