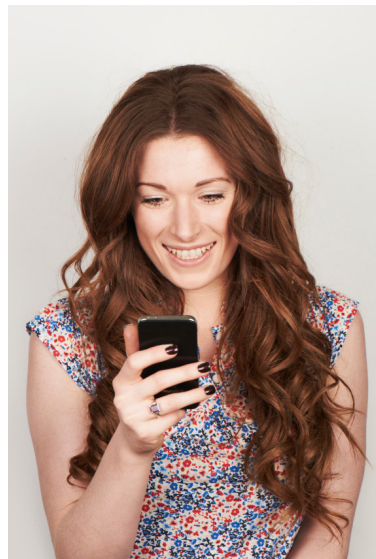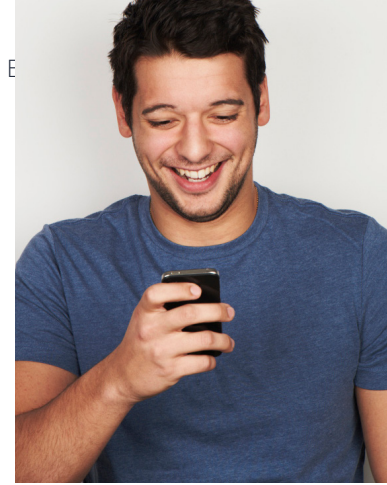# PEGA®

Pega: The Real Alternative to Salesforce & Vlocity

Your Guide to Customer Engagement Excellence

A PEGA COMMUNICATIONS EBOOK

Guide: Customer Engagement Platform

Are CSPs Ready to Evolve?

Customers want what we all expect in today's digitally empowered, always-connected, omni-channel age: A convenient, consistent, simple, and personalized experience that delivers what they want, when they want it. No matter where customers start or finish – a search engine, social media, a website, a store – the interactions, information, and offers they receive need to stay consistent. If they have a bad experience, it's easy for them to take their business elsewhere, and even easier for them to share their negative experience with others.

Your challenge as a Communications Service Provider (CSP) is to make your customer experience a competitive advantage and deliver a digital, efficient and engaging experience. If you are considering transforming to focus on customer engagement then you recognize the need to meet your customer demands while increasing employee productivity and turning problems into opportunities. Your organization depends on strong, enterprise-grade customer engagement software to strike this critical balance, now and in the future.

Yesterday's CRM software simply can't keep up with today's demands. It's time for CRM to evolve. It's time for "Customer Engagement" software that enables your enterprise with:

- Dynamic Case Management
- Real-time Artificial Intelligence (AI)
- Deep Automation
- Variation-at-Scale (Pega Situational Layer cake)
- Integration and Re-use of Legacy OSS/BSS
- Cloud Choice

This guide highlights the features of Customer Engagement applications. It arms you with the information that you need to help ensure your Customer Engagement Platform will meet your customers' rising expectations – today and in the future. Pega's Customer Engagement Platform is supported and licensed by a single vendor.

Customer Engagement Must-Haves

		Pega
Core Customer Engagement	Industry leading case management	✓+
	Customer service & sales agent desktop	✓
	360 degree customer view	✓
	Omni-channel experience	✓
	Knowledge management	✓
	Lead & opportunity management	✓
	Territory management	✓
	Accounts and contacts	✓
	Collaboration	✓
	Configurable sales process	✓
	Configure price quote	✓
	Industry leading business process management	✓+
	Sales, service, marketing in one application	✓+
Channels	Mobile	✓+
	Call Center	✓
	Web self service	✓
	Email	✓
	Chat / Co-browse	✓
	Field service management	✓
	Retail	✓
	Channels driven by case management engine using AI, robotics and process	✓+

		Pega
Artificial Intelligence	Next best action for sales rep	✓
	Analytics driven bundle negotiation	✓+
	Industry-leading real-time decisioning	✓+
	Proven real-time AI touching millions of customers (100m+ per year)	✓+
Comms Industry	Comms industry applications	✓
	Comms data-model (SID 16.0)	✓
	Digital product catalog	✓+
	Comms specific cases (Move Service, Multi-site quotes, troubleshooting)	✓
Technical Agility	Roles and permissions	✓
	Reports and dashboards	✓
	REST and SOAP interfaces	✓
	Robotic automation	✓+
	Manage variation and reuse at scale	✓+
Cloud Flexibility	Commercial flexibility	✓+
	Single Instance, single-sourced solution	✓+
	Software vendor managed cloud	✓
	Partner managed cloud	✓+
	Customer managed cloud	✓+
	Simple migration from cloud models	✓+
	Private cloud	✓+

✓+ Denotes Pega Customer Engagement Differentiation

What Industry Experts Say About Capabilities Required For Customer Engagement

" The call center has morphed into a customer engagement center, with multichannel support and event- and model-driven case management capabilities at the core. We describe to application leaders the core of the new agent desktop that drives highly intelligent, successful customer service experiences.

" For CRM customer service, case management is the essential core of the system. A case management system is a software system designed to capture a customer issue and see it through to resolution.

Case Management Magic Quadrant - 2016

Gartner.

What Industry Experts Say About Vendors

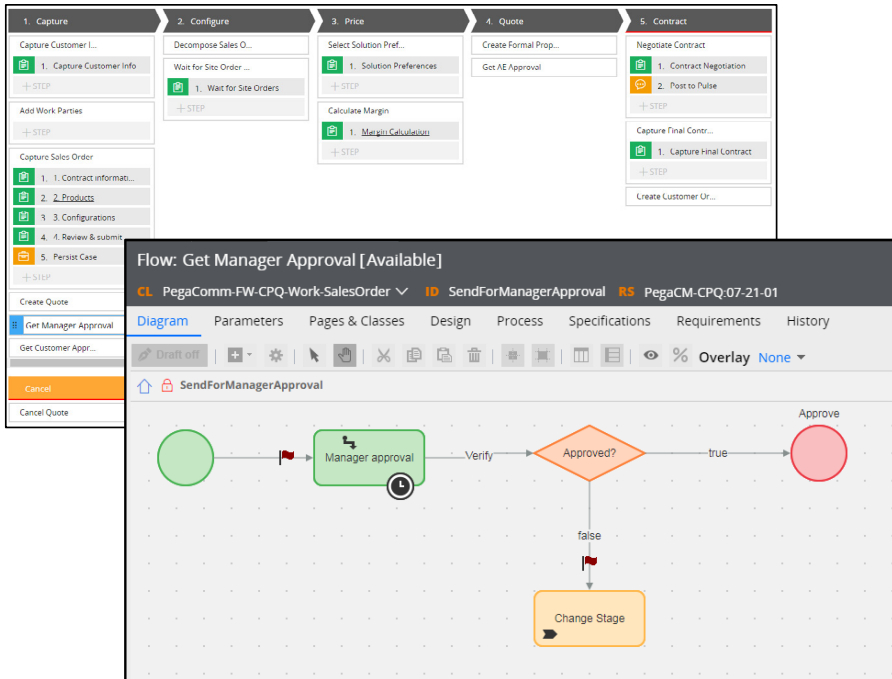|	**PEGA**	**SALESFORCE**
1 **Complexity:**	"Pegasystems supports many business models and delivery models, from business process outsourcing to the cloud, mobile, web and on-premises. It has the best ability to build, maintain and change complex cases of any CRM vendor."	"Salesforce may not have the required capabilities for businesses with business process management needs (environments with rapid process change or complex processes)."
2 **Scale:**	"The Pegasystems Pega 7 platform can scale up to cater for extremely large deployments (5,000 or more users)"	"Many enterprises are not convinced that a multitenant, cloud/SaaS-only product will scale, integrate with real-time legacy systems (including IVR) or older billing and procurement systems, or have the low latency required for complex B2C environments."
3 **Cost:**	"Reference customers gave Pegasystems' overall package the best cost-to-value rating of any solution assessed for vendors in the Leaders quadrant"	"Customers have expressed concern about high prices and vendor lock-in after integrating multiple Salesforce components or adding third-party components for industry-specific implementation. "

What It's Like to Build Business Logic in Salesforce vs. Pega

No Code – Business and IT work together

Complex coding – IT Only

PEGA PLATFORM

SALESFORCE* / VLOCITY

*Salesforce APEX developer guide

Why "No Code" Is Better

6.4X FASTER than coded apps	8X FASTER to introduce change	8X FASTER analysis and design

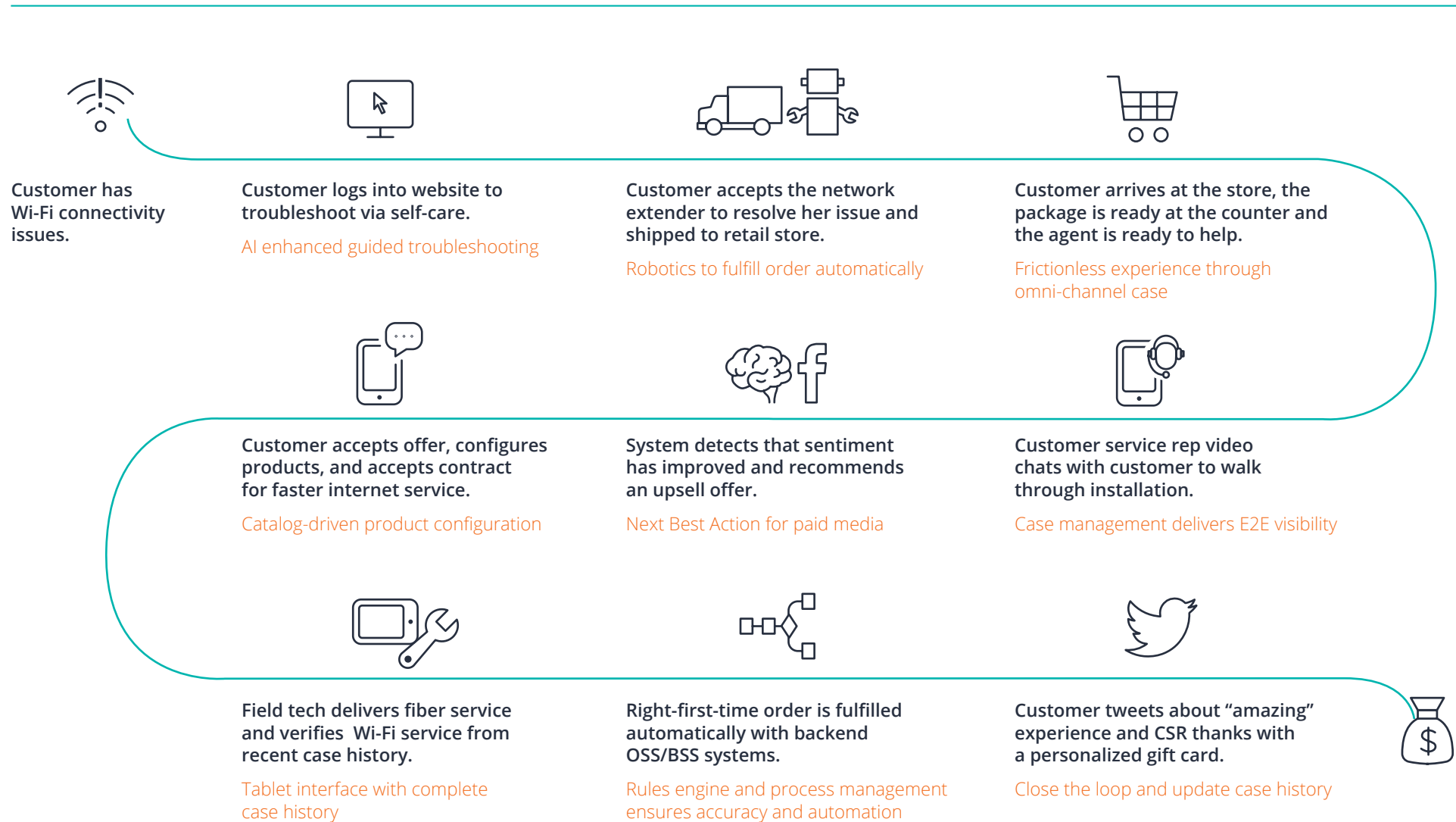According to a Capgemini productivity study comparing Pega to traditional coding.

> [With Pega we have] the ability to change and add things really, really quickly without the kind of the overhead and time pressure of having to go and code new things into big BSS or OSS stacks.
>
> David Leather, COO, BT Plusnet

plusnet

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What's Unique About Customer Engagement in Pega

Customer has Wi-Fi connectivity issues.

Customer logs into website to troubleshoot via self-care.

AI enhanced guided troubleshooting

Customer accepts the network extender to resolve her issue and shipped to retail store.

Robotics to fulfill order automatically

Customer arrives at the store, the package is ready at the counter and the agent is ready to help.

Frictionless experience through omni-channel case

Customer accepts offer, configures products, and accepts contract for faster internet service.

Catalog-driven product configuration

System detects that sentiment has improved and recommends an upsell offer.

Next Best Action for paid media

Customer service rep video chats with customer to walk through installation.

Case management delivers E2E visibility

Field tech delivers fiber service and verifies Wi-Fi service from recent case history.

Tablet interface with complete case history

Right-first-time order is fulfilled automatically with backend OSS/BSS systems.

Rules engine and process management ensures accuracy and automation

Customer tweets about "amazing" experience and CSR thanks with a personalized gift card.

Close the loop and update case history

What Outcomes Can You Drive From Customer Engagement?

BUSINESS BENEFITS

Higher revenue through guided selling and proactive offers using real time predictive analytics

Increased agility to expand into new products, channels and markets by insulating the OSS/BSS from change

Improved customer experience and loyalty through omni-channel care

More profit by allowing customers to solve their own problems with digital self service

Read Our Latest Perspective On Customer Engagement

To quickly deliver frictionless, omni-channel customer engagements, CSPs need a system that frees them from legacy infrastructure constraints and lets them focus on the customer journey.

Pega's Customer Engagement Platform works with your legacy BSS, OSS, and CRM systems to deliver end-to-end customer journeys across the whole customer lifecycle. Learn why Gartner and Forrester name Pega as a leader in customer engagement and operational excellence, and how CSPs like Vodafone, Sprint and Virgin Media are partnering with Pega to realize their customer-centric visions in months instead of years, achieving measurable results quickly, and enabling true agility along the way.

"We wanted to partner with the leader in customer engagement. We knew that Pega was delivering very nice experiences with all their carriers and with other partners around the world."

- Roger Sole, CMO, Sprint

PEGA

Pega's Customer Engagement Platform: The Fast Track to a Superior Digital Experience

A PEGA COMMUNICATIONS AND MEDIA WHITEPAPER

To quickly deliver frictionless, omni-channel customer engagements, CSPs need a platform that frees them from infrastructure constraints and lets them focus on the customer journey.

Click to download

Build for Change

ABOUT PEGASYSTEMS

Pegasystems (NASDAQ: PEGA) develops strategic applications for sales, marketing, service and operations. Pega's applications streamline critical business operations, connect enterprises to their customers seamlessly in real-time across channels, and adapt to meet rapidly changing requirements. Pega's Global 500 customers include the world's largest and most sophisticated enterprises. Pega's applications, available in the cloud or on- premises, are built on its unified Pega 7 platform, which uses visual tools to easily extend and change applications to meet clients' strategic business needs. Pega's clients report that Pega gives them the fastest time to value, extremely rapid deployment, efficient re-use and global scale.

For more information, please visit us at **WWW.PEGA.COM**