

# PEGA CUSTOMER DECISION HUB AND AI

## Artificial Intelligence for Customer Engagement

### A PEGA DATASHEET

---

## Realizing the Promise of AI

Using AI, Pega® [Customer Decision Hub](#) acts as your Always-On Brain for your business, continuously learning from data and interactions to power experiences across your enterprise in real-time and at scale.

Unlike alternative offerings that try to stitch together stacks of disparate AI technologies which results in disconnected experiences, Pega offers a single “brain” built into all our enterprise CRM applications for marketing, sales, and customer service to provide insights in real-time and at scale across the entire customer journey.

For Pega, AI is more than just another buzzy marketing term. It is rock-solid, proven technology that today is providing dramatic results for some of the world's leading organizations.

Using this technology, Pega is touching millions of customers every day and enabling those organizations to:

- **Make the most relevant marketing offer:**

Pega® Marketing leverages machine-learning to present the best contextual offers, which will continuously improve as the system learns about customers in real-time. John DeMarchis, SVP, PNC Financial Group said, “[Decisioning happens in one central place, making it easy for PNC to provide consistent customer experience across all channels.](#)”

- **Predict if a sales lead will close:**

At AIG, Pega® Sales Automation application uses AI to recommend the right products for insurance agents to have with customers. According to Larik Hall, Chief Distribution Officer, AIG Japan, “[\[Pega\] prompts that next best action.](#)”

- **Automate & Streamline:**

Pega's BPM, Case Management, and Robotic Automation find workflow inefficiencies, automate desktop processes, and reduce repetitive tasks. Allianz uses Pega to automate and streamline claims processing and Allianz Health CEO Birgit Konig shares, “[It's our system of artificial intelligence in claims.](#)”

## CHALLENGE

Why Artificial Intelligence? Simply put, Artificial Intelligence (AI) means making computers and machines capable of human-like, intelligent behavior. For businesses today, the promise of AI is to improve customer engagement through better anticipating customer needs and optimizing work to provide better, faster, and more effective customer experience.

## SOLUTION

Pega has been pioneering and delivering these capabilities since our founding in 1983, from advanced business rule engines, to data-driven predictive and machine-learning analytics. Recent advances in data processing speeds, big data volume, and machine learning methods and algorithms at lower costs mean the promise of AI can be even more readily extended to most any customer engagement scenario.

▪ **The Pega Difference**

**Depth of Capability:** Pega knows that successful AI implementations marry machine-learning with business rules to provide built-in safeguards across decisions. Business rules to ensure the right offers are prioritized, regulations are followed and cultural norms are respected, so that the business has the appropriate levers to optimize the outcomes they desire.

**Proven Results:** Pega already HAS more than 100 enterprise customers using Customer Decision Hub to orchestrate real-time interactions and customer journeys across any data and channel.

**Extend Existing Investments:** Most businesses already own at least one CRM systems. As the core of Pega’s next generation customer engagement applications, Pega Customer Decision Hub works with existing systems and data sources – including alternative CRM environments—to add the power of AI to every customer interaction across the company.

**On-Cloud and On-Premises:** Data is the lifeblood of AI, but for most organizations, data doesn’t live in one place and not just in the cloud. Pega is architected to run on the cloud, and also in data centers, where the customer “brain” has full access to the data needed to be smart and make intelligent recommendations.

▪ **Grow Business with AI**

**Continuously Optimize the Customer Experience:** Connecting to Big Data and event streams to find opportunities for better customer service and experience. Detect, predict, test, and learn in real-time when customers need help and act immediately, improving sales results and customer satisfaction.

**Drive Automated Processes across Every Channel to**

**Fulfillment:** Pega Customer Decision Hub provides a library of machine learning algorithms allowing you to automatically anticipate customer needs and trigger “next-best-actions” as well as open fulfillment or service cases.

Jo Allen, Business Lead Next Generation Decisioning, British Gas said, [“With Pega, there is no inbound and outbound, it’s customers first, channels second.”](#)

**Rapidly Develop Strategies Powered by Machine Learning:**

Using drag-and-drop visual tools, business people can easily connect Big Data and machine learning algorithms into their decision strategies. Filtering ensures that unnecessary data is not evaluated, which safeguards performance, especially for data streams that can entail billions of data records.

**Find Out More...**

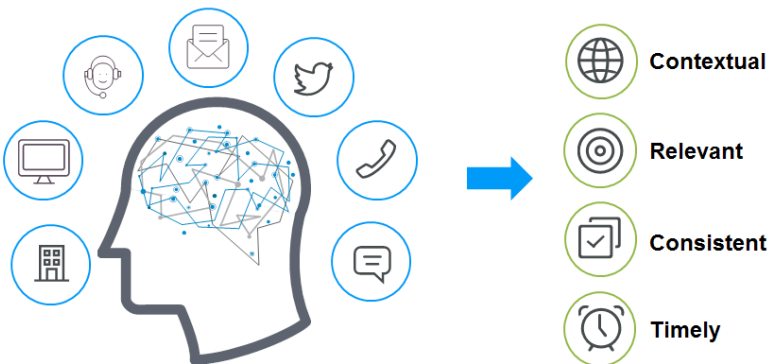
[3 min video on Machine Learning](#)

[Data Sheet on Machine Learning](#)

[Data Sheet on Advanced Predictive Analytics](#)

## The Customer Decision Hub

A Single Customer Decision Authority Across Channels



The Customer Decision Hub drives AI for Pega, find out more here: [Customer Decision Hub webpage](#) and [Customer Decision Hub eBook](#)