



# PEGA CUSTOMER SERVICE

PREDICT AND MANAGE THE COMPLEXITIES OF TODAY'S CUSTOMER JOURNEYS ON A GLOBAL SCALE

## A PEGA CUSTOMER SERVICE DATASHEET

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### Deliver Satisfying and Accurate Service Across the Customer Journey

Pega Customer Service is an enterprise customer service application that is part of Pega's CRM Evolved suite. It consists of a contact center desktop, case management for customer service, chat, knowledge management, mobile field service, omni-channel self-service, and industry-specific processes and data models. Pega has further committed to omni-channel capabilities with enhancements in mobile, social and chat as well as the ability to co-browse between customers and customer service reps (CSRs). As the highest rated customer service application<sup>1</sup>, Pega Customer Service empowers large organizations to:

- **Increase Customer Satisfaction**  
Reduce customer effort by meeting the expectations of customers in a single, consistent conversation across the entire customer journey.
- **Make Employees More Productive**  
Bring information from all interaction channels into a unified desktop application so employees can work faster. Automate outstanding tasks or assign them to employees while providing step-by-step guidance.
- **Rapidly Deploy and Continuously Adapt**  
Make it easier and faster to translate changing business requirements, such as new products, channels, devices, policies, and procedures, into an always up-to-date customer service application.

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<sup>1</sup> Gartner and Forrester, see [pega.com](http://pega.com) for details.

### CHALLENGE

Customers expect their service experiences to be fast, easy, and right the first time, regardless of channel. However, large organizations cannot evolve their systems or train their staff fast enough to satisfy the demands of a modern-day customer journey.

### SOLUTION

Pega Customer Service is the only enterprise application that can evolve your customer service to predict and manage the complexities of today's customer journeys on a global scale. Unlike alternatives, Pega Customer Service anticipates customer needs, connects customers to the right people and systems, and automates or intelligently guides each step of your interactions to rapidly and continuously evolve your customer service experience.

Pega's application provides a single, unified, familiar interface for CSRs, for your existing contact center ecosystem. It anticipates customer needs, and automates or intelligently guides each step of customer interactions, across any channel, to rapidly and continuously evolve your customer service experience.

- **Anticipate what's right for customers**  
 During interactions, Pega suggests the next-best-action to take, intelligently guiding users step-by-step through a personalized service experience. To anticipate what each customer needs, Pega uses a combination of business rules, the interaction's context, predictive analytics, and self-learning adaptive models, leveraging both small and big data.
- **Connect customers to the right people and systems**  
 With Pega, your customer conversations seamlessly transition across communication channels and devices without losing context without losing context — channels such as chat, social, co-browse, mobile, and self-service. Pega's Business Process Management links front and back systems with people to keep your promise to customers.
- **Manage complexity**  
 Pega's case management tracks related information, automates and assigns outstanding tasks, and connects front- and back-office activity. Pega's architecture delivers a seamless experience for sophisticated operations that cross multiple geographies, products, customer segments, and channels.
- **Evolve as fast as your customers do**  
 The Pega platform lets you change your application faster. It integrates with your existing technology ecosystem. Your business and IT team can collaborate to turn business requirements into working systems – on premise or in the cloud.

## IMPROVING CUSTOMER ADVOCACY BY 180%

Telstra, the leading CSP in Australia, was unable to view a customer move case at any point in time without a lot of manual effort. Most move requests involved multiple internal orders, some of which resulted in error conditions forcing the process back to the beginning, delaying the move and infuriating customers. Telstra has delivered a huge positive swing in customer advocacy of 180% using Pega to see everything at any point in time and in real-time.

To see the full story go to [pega.com](http://pega.com) or <http://www.pega.com/customers/telstra-residential-moves>

