



GM delivers exceptional connected experiences everywhere ... One decision at a time

- **\$33 million a year revenue boost from improvements made**
- **Out-of-the-box, rules-driven hub merges three GM systems – fast**
- **Real-time updates – in-vehicle security, communications, and navigation**

The business issue

GM has over 12 million connected vehicles on the road – 3 times the entire auto industry combined. The company provides 24/7, 365-day-per-year support to more than 7 million active OnStar subscribers. These drivers are used to near instantaneous responses from text, email, and social media in their “real lives,” but they weren't getting that from OnStar. GM's slow response times were costing customer goodwill and millions in lost subscription conversions and renewals.

GM could gain efficiencies by integrating OnStar's three decentralized systems, but that wouldn't be enough to accelerate the 200,000 daily remote door-unlock requests, stolen vehicle recoveries, and turn-by-turn directions.

GM turned to Pega for an automated decisioning solution to streamline OnStar operations and serve subscribers faster, across multiple channels.

The solution

Pega Customer Decision Hub™ provided GM with out-of-the-box functionality. Moving OnStar to a central hub and implementing rules-driven customer service for 4G LTE subscribers drastically improved advisor response time. Advisors receive calls routed by Pega, along with appropriate next-best-action information.

Every hour, Pega's solution provides OnStar 1 million of those next-best-action decisions. OnStar now successfully integrates vehicles, mobile apps, call center advisors, owner websites, and outbound channels like email and SMS.

Subscribers' in-vehicle security, communications, navigation, and remote diagnostics now reflect the fastest, most up-to-date service.

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At every key-turn, we have an opportunity to improve the customer experience... Pega is helping us decision over a million times an hour, and we only expect that to grow.

Global Customer Experience Executive, GM OnStar

The results

- **\$33 million a year revenue boost from improved conversion rates, profit margins, and customer retention**
- **Developers update on the fly, not just 3-4 times a year**
- **Customer decisioning across 10+ channels**
- **Top ranking for sales and service satisfaction**