PEGA®

Ready to crush complexity?

How real digital transformation happens in Communications and Media

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Executive Foreword

Communications service providers (CSPs) are at a unique moment in history. These organizations have a once-in-a-management-lifetime opportunity to deliver a superior customer experience and slash operational costs. Customers want better self-service through digital channels and streamlined live-agent channels. The experiences must be end-to-end, and work seamlessly across the physical and virtual worlds. Both types of initiatives – self-service and agent-aided – promise significant cost savings and revenues.

We've seen this work before. Google and Amazon customers happily click on ads and buy suggested products because the offers and recommendations are relevant to the context of their current search or shopping journey. Uber delivers a superior customer experience by integrating the online and offline worlds, passing customer context from a mobile app to a live driver. The results? Lower costs, higher revenues, happier customers.

Clearly, it is not as simple for CSPs to revolutionize the customer experience as it is for digital natives. CSPs must contend with higher customer expectations, complex products supported by legacy IT, siloed channels, and highly variable human decisions made throughout the customer lifecycle. Oh, did I mention 5G? While 5G poses a new set of challenges, these can also be opportunities for those industry leaders who grasp them. The winners are taking a business-backed and technology-enabled approach to transform experiences for customers, as well as their agents and developers.

Pega is partnering with leading CSPs to significantly improve experiences while driving superior revenue growth and cost savings. Pega's unique ability to make decisions and get work done is driving phenomenal results, including: 40% higher Net Promoter Scores, 300% increase in sales conversion, 14% churn reduction, faster time to market, and greater than 50% improvement in average handling time.

I invite you to read about how Pega is partnering with world-class CSPs and technology companies to seize this inflection point and revolutionize the customer experience. Please contact me at kenneth.benner@pega.com to talk further.

Ken Benner
Industry Market Leader - Communications, Media & Consumer Services

Introduction

A deluge of products. Tangled systems. Demanding customers. Expansion to 5G. If these challenges sound familiar, Pega can help. Create seamless experiences across channels while keeping costs down. Connect the old to the new, the front office to your team behind the scenes. And, make a big, complicated CSP business simpler and more agile, one journey at a time. That's how real digital transformation happens.

We have organized this booklet to reflect the way our clients think about their transformations and how to drive better outcomes for their customers. Clients focus on three key areas.
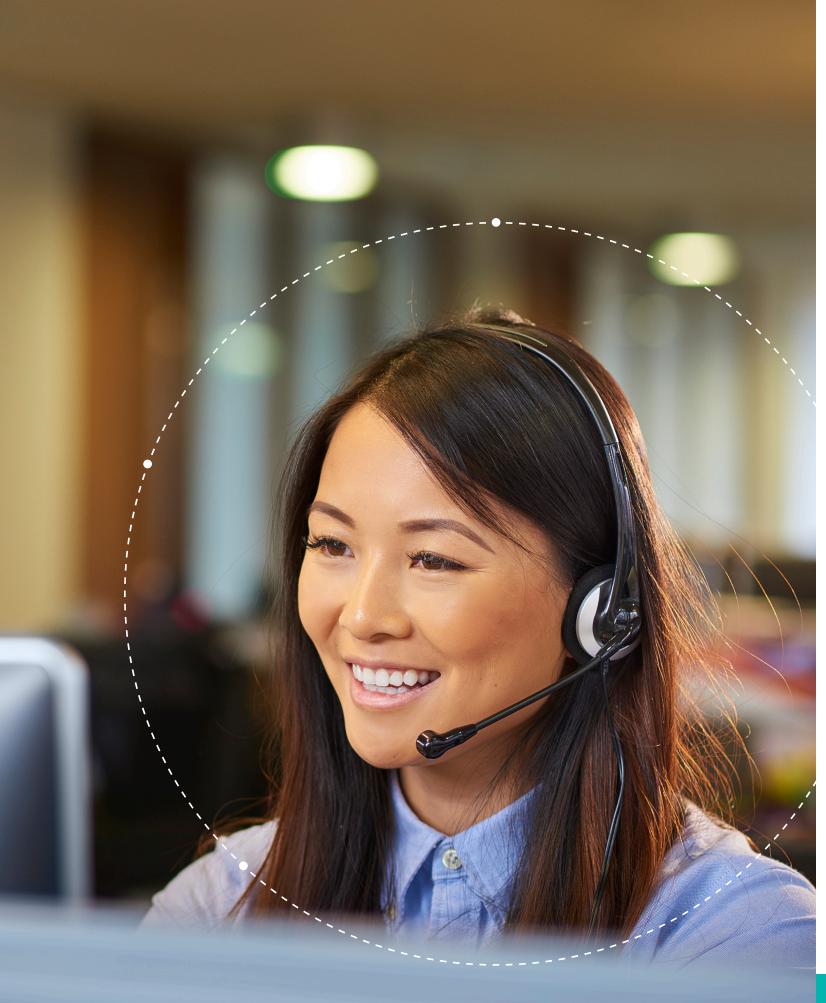
Make decisions

Making better decisions using **one-to-one customer engagement** to maximize top-line growth. A centralized, real-time, AI-powered Customer Decision Hub delivers next best actions at every customer interaction, across all channels.

Get work done

Getting work done more efficiently with **intelligent automation** to reduce costs and eliminate complexity. Driving automation, transparency, and speed, while empowering business and IT with low-code at enterprise scale.

Make decisions + get work done

And very often, making decisions and getting work done with **Pega Customer Service for Communications** solutions – when customer interactions involve processing work to resolve a request.

Helping you make decisions

...that drive one-to-one customer engagements to increase lifetime value.

One-to-one customer engagement enables you to maximize growth with real-time insights.

What do your customers really want, and when and where do they want it? Get the answers you need with an AI-powered decision hub that adds value at every interaction.

You don't need a data scientist to sense the change happening right now. With digital channels and AI going mainstream, the same stale customer engagement tactics aren't getting the job done anymore. Everything that's not personalized and perfectly timed falls flat. So how can you break through the white noise to drive real value and deeper customer connections?

A hyper-competitive market and rapidly rising customer expectations require CSPs to take a revolutionary approach to customer value, satisfaction, and personalization.

Leading CSPs use Pega to optimize outcomes for the most important customer journeys, including:

• **Retaining a customer**
  Reduce churn by predicting when a customer is likely to leave, using advanced analytics and event monitoring. Define a budget based on lifetime value, and employ multiple modes of retention to ensure effectiveness.

• **Upselling a customer**
  Increase average revenue per user (ARPU) by anticipating customer needs using real-time context, and enabling customers to engage on their preferred channel. Deliver the offer with a high propensity for acceptance that's aligned with business objectives.

• **Acquiring a customer**
  In monthly subscription businesses, net subscriber additions are critical to success. Stimulate interest in preferred channels, engage prospects with a guided experience to find a bundle that's right for them, and delight them with a leading omni-channel experience.

With Pega, CSPs around the world are driving meaningful results using this approach: 14% lower churn, 60% higher revenue from cross-sell/up-sell, 40% higher Net Promoter Scores.

Vodafone makes the shift to always-on customer engagement

- **Vodafone wanted to deliver personalized responses meaningful content during every customer interaction, on every channel, in real time**

- **Pega helped the company integrate its inbound and outbound channels, monitor customer events in real time, and deliver personalized responses**

- **With always-on customer engagement, Vodafone has increased average revenue per user, boosted profits, and dramatically improved offer acceptance**

The business issue

Telecom customers increasingly take a non-linear, cross-channel, digital-first approach to making purchase decisions.

Vodafone's previous technology systems, however, made it difficult to combine inbound and outbound marketing or engage on a one-to-one basis. The company also used audience-based segmentation, with limited context. As a result, it struggled to meet customer demands.

Vodafone's vision was to adopt an "always-on" engagement model, delivering personalized and meaningful content during every interaction, on every channel, in real time.

Its mission was to drive revenue, increase loyalty, boost relevance, and deliver on its brand promise by enabling its businesses in diverse European markets and less mature markets in EMEA and APAC to fully participate in the new digital paradigm.

The solution

To lead with always-on marketing, Vodafone needed to provide the latest tools and capabilities to its customers and customer-facing teams.

With Pega Marketing and the Customer Decision Hub, Vodafone has been able to integrate its inbound and outbound channels, including call centers, retail stores, web and mobile, interactive voice response, and – most recently – its campaign management program.

The company uses Pega to monitor customer events in real time, determine which of these events require action, and personalize and deliver responses accordingly. All of this ultimately enables Vodafone to deliver personalized responses.

The results

During its time as a Pega client, Vodafone has seen dramatic performance gains, including:

- **£1 increase in average revenue per customer, per month**
- **£100M-plus incremental profit, annually**
- **5% increase in customer retention**

- **300% increase in offer acceptance**
- **40% revenue growth**
- **20-point improvement in Net Promoter Score**

> *"We're available in any channel the customer wants. We have genuine, relevant, one-to-one communications, personalized to the individual, making decisions based on what happened half a second ago.*

Simon Esland,
Group Head of
Marketing Technology &
Commercial Capabilities,
Vodafone

Sprint achieves world-class retention in record time

- Sprint wanted to reduce customer churn by offering one-to-one personalized customer experiences
- Using predictive and adaptive analytics and prebuilt retention processes, service reps can now identify customers at risk of churning and proactively provide the right offer at the right time
- Sprint has experienced massive increases in response rates, retention, and agent bandwidth

The business issue

Five years ago, customer retention was a key concern for Sprint, a U.S. tier-one carrier serving almost 60 million customers. At the time, the company's churn rate was 2.3% – double that of its main competitors.

Agents were using their own judgment and experience to respond to customer queries and concerns. This meant they had to manually pore over 20-plus offers, searching for the right one for that particular customer situation while still interacting with the customer on the phone. The result: reps were making save offers just 10% of the time.

Sprint needed to overhaul the customer experience by moving away from an ineffective and manual one-size-fits-all approach and create one-to-one personalized customer experiences.

The solution

In 90 days, Sprint implemented Pega Marketing for Communications in their call centers. The system leverages predictive and adaptive analytics and prebuilt retention processes to identify customers at risk of churning and proactively provide personalized retention offers. Since then, Sprint has extended its next-best-action capability to eight more channels, including retail stores, chat, telesales, web/digital, IVR, email, and SMS.

With Pega, Sprint has shifted from list-based to event-based marketing. This means it is "always on," continuously monitoring customer context and proactively delivering the right message at the moment a customer need arises.

Sprint now engages with customers less often but with more relevant content, leading to massive increases in response rates, retention, and agent bandwidth.

> " *Pega has the brains to help deliver the right treatment to the right customer at the right time. We're seeing more than double the acceptance of retention offers. That is a big deal.*
>
> **Marcelo Claure,**
> Executive Chairman,
> Sprint

The results

- **14% reduction in post-paid churn (lowest level in company history)**
- **800% increase in customer upgrades**
- **40% increase in Net Promoter Score**
- **2.5M increase in annual net-adds**
- **43,000 agents using next-best-action recommendations**
- **Real-time decisions based on 1,000-plus data elements**
- **More than 700 active next best actions**
- **100-millisecond average response time per API call**

BT makes it all about the customer... no matter what happens

- Following its acquisition of EE, BT needed to integrate processes and data from the two organizations to deliver a superior customer experience
- Implemented a single, real-time decisioning brain across all channels and both brands
- Simplified and streamlined the offer decisioning process for business users, enabling BT to put customer needs at the center of its offer strategies

The business issue

BT is on a quest to provide brilliant digital and in-person experiences everywhere, at any time. To deliver on this vision, the communications service provider has been investing in the digital space. After BT acquired EE, it needed to connect the dots – not just between channels but also across two different organizations with disparate processes and technology tools.

BT sought to use customer data to make the best decisions. This would require connecting data from multiple sources, including real-time data, previous interaction data, offline data, and propensity and predictive analytics. From there, the company would have to harness the data to provide its customers with seamless, omni-channel experiences.

The solution

BT wanted to provide both agents and users with a simple and streamlined process for making the best customer decisions. With multiple CRM systems, this required integrating all systems to simplify the underlying complexity of the decision-making process.

By implementing a single, real-time decisioning brain to power decisions across BT, EE, and multiple channels, the organization can feel more confident that customers receive the best experiences, no matter which channel they choose to interact through.

Using Pega solutions, BT has also shifted responsibility into the hands of business users to put customer needs at the center of decision-making.

> " *Thankfully, we made the right decision and chose Pega for both brands – a single, real-time decisioning brain, powering decisions across the two brands and multiple channels.*
>
> **Leana Kielkowicz,**
> Head of Decisioning,
> BT

The results

Since originally adopting Pega Marketing for Communications, EE has:

- **Doubled the number of offers presented to customers**
- **Tripled the number of offers accepted**
- **Increased revenue from cross-sell and up-sell by over 60%**
- **Improved Net Promoter Score by 5%**

Since acquiring EE, BT has:

- **Replaced 17+ different versions of a decisioning tool with a single brain that powers decisions across channels**
- **Simplified and streamlined the process of customer interactions, reducing the need to switch between 100+ applications**
- **Empowered business users to engineer their own solutions without relying on IT**

With next best actions, SiriusXM boosts upgrades, lowers churn

- **To maximize profitability, SiriusXM needed to rationalize its product offerings and increase customer retention**

- **Working with Pega, the company quickly implemented a next-best-action guided retention solution in multiple call centers**

- **The system has enabled agents to present customers with the most relevant offer for their needs, lowering churn**

The business issue

With its continuously changing marketing offerings, SiriusXM's challenge was large and complex. Differing prices and inconsistent discounting and retention tactics were causing long onboarding times for its contact center representatives.

The company wanted to drive efficiency and boost customer retention by consolidating its marketing offers and making its services more consistent. Doing so would allow the company to shift to a more proactive marketing approach and enable customers and agents to seamlessly transition through channels.

The goal was to use real-time customer context to enable a guided retention experience, resulting in both a superior customer experience and better profitability for SiriusXM.

The solution

Working with Pega, Sirius XM implemented a guided next-best-action solution for retention and rolled it out to call center agents in three locations within 90 days. The solution prioritizes offers using business rules and the customer's propensity to accept an offer, as predicted by Pega's adaptive models.

The system presents agents with the top three offers, one at a time. Agents follow the guided scripts and flows within the next-best-action system to pitch these offers and encourage customer retention.

After initial implementation, the solution has been extended to all their retention agents.

The results

- **Customized offers encourage customer retention and acceptance of higher-revenue plans**

- **Implementation within 90 days**

> " *Pega allows us to harness the data on our customers to determine the next best action for every customer at the time of engagement. It's all about the customer – their context, their sentiment, their experience.*

Moshe Pridan,
SVP, Business Solutions Management,
SiriusXM

Oi makes it simpler for customers to get the right offer

- **The telecom giant needed to unify its fragmented customer systems to boost customer loyalty and retention and simplify the marketing process**

- **Oi deployed Pega Marketing for Communications across all its operations, call centers, and stores, along with AI-powered next best actions**

- **The system has increased revenues, reduced churn, and saved Oi hundreds of millions of dollars**

The business issue

As the largest telecom network in Brazil, Oi delivers mobile, landline, broadband, and paid TV services to more than 70 million customers. While it is the largest, Oi has tight competition from 3 other major providers. Oi's fragmented CRM systems left agents struggling to choose between 20,000 possible offers – leading to reduced loyalty and shrinking retention revenue.

The solution

Using Pega Marketing for Communications, Oi created one unified, efficient system across 22 operations, 9,000 call center agents, and 1,000 stores, complete with AI-powered next best actions that guide agents to make the right offer at the right time.

The results

- **$140 million in incremental revenue in first year**

- **11% reduction in customer churn rates**

- **29% reduction in customer discounts**

- **38% boost in offer acceptance rates**

- **55% increase in customer service revenue**

- **12% increase in average revenue per user**

> " *We've launched in the call center with a next-best-action approach – the result was $140 million in incremental revenue, in the first year.*

Ricardo Santos,
Senior Manager,
Customer Retention,
Oi

Helping you to get work done

Our intelligent automation lets you connect legacy systems to next-gen solutions.

Transform the smart way by wrapping and renewing legacy systems with a powerful, unified platform. It's a scalable approach that's low risk, high reward.

Digital innovation is critical to meeting demands for increased network capacity, efficiently deploying new fiber and 5G networks, streamlining order fulfillment, and ensuring you maintain quality service. That's where intelligent automation comes into play. Use powerful solutions – like robotics, end-to-end automation, and artificial intelligence – to streamline and digitize complex operations, all while keeping margins high and bringing real value to customers, fast.

Consider three of the most common operational journeys optimized by leading CSPs:

*   **Fulfilling orders**
    Siloed systems and processes lead to inefficiencies. Adding to this, higher service costs and failed delivery expectations mean poor customer experiences and low Net Promoter Scores. With intelligent automation and robotics, orchestrate and automate orders by connecting front and back offices, partners, and customers across channels - optimize your operations and boost customer retention.

*   **Managing network deployment**
    Accelerate fiber connections and mobile coverage during network rollout with intelligent automation, which combines case management, robotics, and low-code development to help you build better and faster at a lower cost.

*   **Handling network maintenance**
    Using intelligent automation, network outages and events can be identified and automatically resolved with little to no human interaction. Create end-to-end visibility of complex processes and analyze live data related to rules, costs, and other criteria. This ensures the most effective delivery methods, equipment, vendors, or contractors are selected to address and resolve problems.

With our intelligent automation, CSPs and high-tech businesses are improving cycle times in order fulfillment by 40% and in resolving network maintenance issues by more than 80%.

Vodafone Business dials up the speed on global order management

- Vodafone Business needed to transform its cumbersome and manual ordering process into a controlled, structured, and streamlined experience
- Working with Pega, the company implemented a single order management platform for multiple global markets
- The system has reduced cycle time, eliminated errors, and empowered users to add new markets themselves

The business issue

Vodafone Business delivers highly complex and bespoke orders to the world's largest multinational companies in more than 70 markets. While these enterprise orders can be complex and long running, the B2B revenues and profits are critical to achieving return on investment on Vodafone's network assets.

Fulfilling these orders was becoming increasingly challenging, however, as the company struggled with cumbersome processes and the use of spreadsheets and other manual tools to validate and process orders. The result: long order cycle times and a high level of order failure and fallout.

The solution

By automating its global ordering process, Pega helped Vodafone Business reduce end-to-end cycle time by 40%, synchronize delivery, and completely eliminate order fallout without human intervention.

The solution puts Vodafone fully in control of order creation and delivery. The single order management platform can be used in multiple markets. To add a new market to the delivery footprint, users simply choose the elements of the solution they need. This gives business users control over product configuration while managing delivery in a controlled and structured way.

Usability was an important aspect of the solution. With Pega's low-code capability and suite of tools, users don't need extensive experience to quickly develop new applications or make changes to existing ones.

The results

- **40% reduction in end-to-end cycle time for change orders**
- **0% order fallout**
- **Reusability in extending to new markets and products**
- **Fast development of new applications and changes using Pega's low-code capability**

> *"What was a selling point for us was the dynamism to be able to take the solution to the extension points and onboard markets and products in a much more efficient way.*
>
> **Marco Valdivia,**
> IT Build Domain Leader,
> Vodafone Business

How does Google continuously meet global network needs? Automation at scale.

- Google needs to ensure reliability and uptime across its vast and complex global network
- Using Pega and Google Cloud, the tech giant enabled end-to-end automation and orchestration across multiple delivery functions and streamlined deployment activities
- The solution enables seamless scalability and advanced system interactions across complex delivery functions

The business issue

At Google, it's essential to provide network capacity on-time to ensure customers always have the access they need to business-critical applications and services. The network operations team at Google combines software and systems engineering to build and run large-scale, distributed systems on a $30 billion network.

When building and maintaining its high-capacity global network, Google needed its critical and externally visible systems to meet a high standard of reliability and uptime, deliver a fast rate of improvement, and enable continuous monitoring of capacity and performance.

The solution

Pega helped Google automate and orchestrate processes across multiple delivery functions, and integrate with key vendors to streamline deployment activities.

With Pega and Google Cloud, the tech giant radically improved the end-to-end lifecycle of transactional work. It modernized cross-team trouble ticket management and drove analytics for service level and installation management for large global projects.

By managing business rules, Pega helps get the right resources to the right place at the right time across vendors. Because the solution handles access to facilities and third-party asset management via a single interface, Google can focus on production elements.

The solution enables seamless scalability and advanced system interactions across complex delivery functions.

The results
- **Minimized tooling (network monitoring, etc.) using an orchestration layer that interacts with tools**
- **Used automation to turn project managers into "exception managers"**
- **Cut cycle time from 180 days to 30 days**
- **Reduced network outages through improved workflow management**
- **Enabled quick development of workflows**

> *"Pega understands the business rules across thousands of locations and our vendor mix, determines the resources and schedules, and informs our production systems that bring the network online.*
>
> **James Stavropoulos,**
> Global Lead - Network Deployment Operations, Google

At Orange, order management is now fast and customer-friendly

- **Using Pega Intelligent Automation, Orange improved customer communication by 30% and decreased fallout tasks by 50%**

- **The global B2B telecom provider relied on Pega to provide intelligent routing, automatic provisioning, and dynamic case management**

- **The system has vastly improved customer communication and delivery times while reducing rework and fallout tasks**

The business issue

For Orange Business Services, the process of delivering enterprise services is inherently dynamic and complex, requiring many workgroups, partners, and skills. Orange wanted to streamline the order-to-implementation process, but it faced three business challenges: obsolete IT tools, poor business processes, and the inability to quickly adapt to change.

IT systems were unable to manage workloads or provide timely information, resulting in long delays in service and product delivery. If an engineer received a job the day before going on vacation, the entire delivery would be delayed for weeks without any visibility, reassignment, or escalation. The IT systems also could not easily adapt to changing business and customer demands. The result: unhappy customers and slow time to market.

The solution

Orange turned to Pega to implement a service provisioning system that streamlines order management and automates the provisioning of its telecom services. Pega also helped them to consolidate six antiquated provisioning systems into one, drastically reducing maintenance costs.

With the new system's intelligent routing and work automation capabilities, work is now routed to the most appropriate skilled worker 100% of the time, and rework has been cut in half. Using Pega Intelligent Automation, Orange improved customer communication by 30% and decreased fallout tasks by 50%.
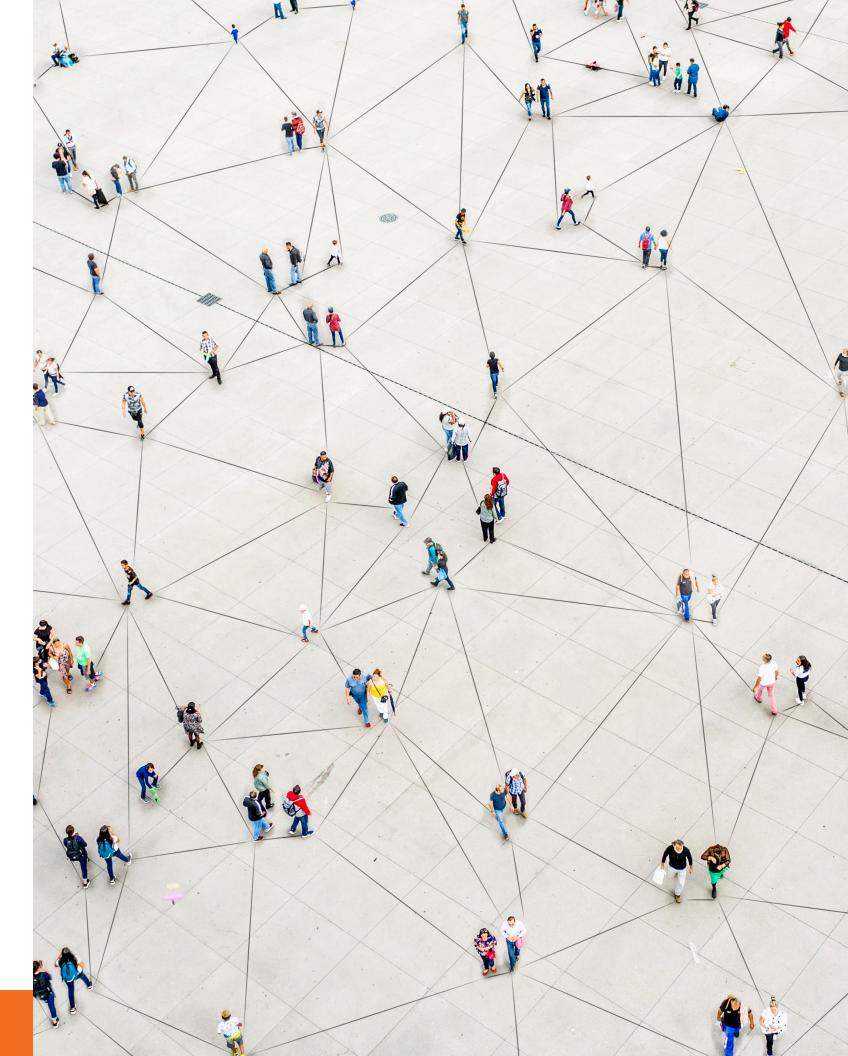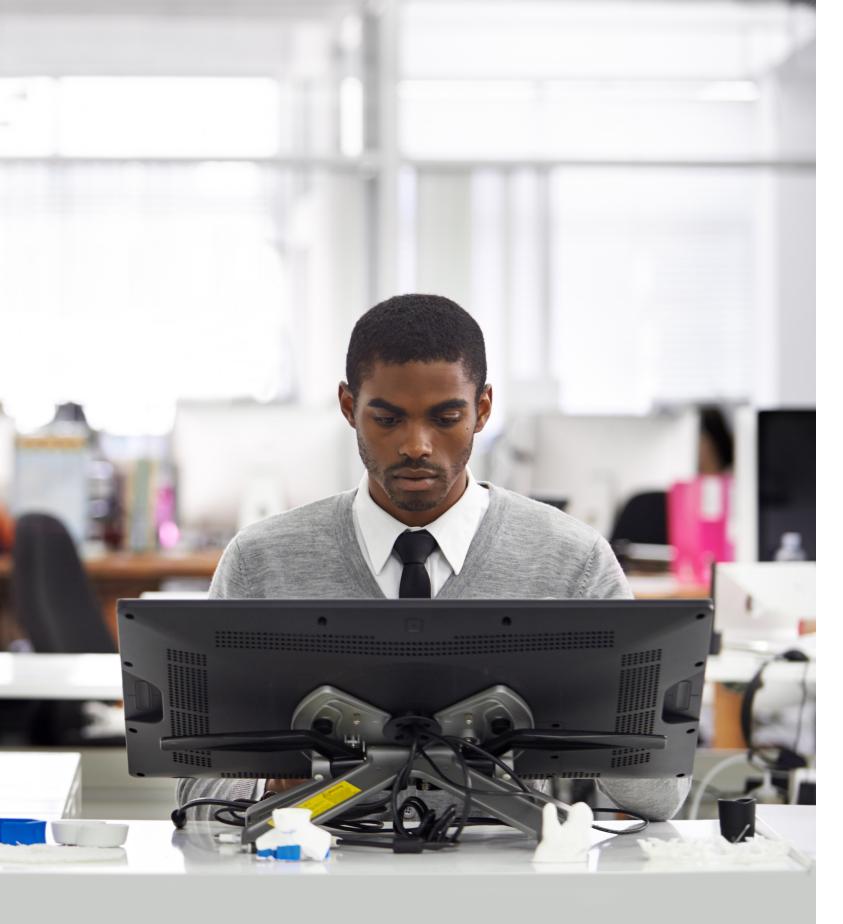
The results

- **30% improvement in customer communication**
- **30% improvement in delivery times**
- **50% reduction in fallout tasks**
- **100% assurance that work is done by the right person**
- **50% reduction in rework**
- **Six applications reduced to one**

"
We want Pega to bring us what's best in the world for process management technology and allow us to capitalize on the best practices around the world.

Laurent Herr,
VP Operation Support Systems,
Orange Business Services

OPTUS

Optus empowers customers and agents with digital case management

- **The issue resolution process at Optus was costly, time-consuming, and frustrating for customers and agents**
- **Pega's digital case management application enables customers to raise, update and track cases online or via an app**
- **Customer satisfaction improved immediately, and agents now have a unified, real-time view of case status and work priorities**

The business issue

The mobile market in Australia is hyper-competitive, with shrinking margins across mobile and fixed products. To lead in this environment, Optus needed to cut costs by leveraging automation and other new technologies, while ensuring continual improvements to the customer experience.

A top focus area was customer issue resolution. Optus customers had limited options for raising a query or issue, such as incorrect billing or a slow broadband connection. While most customers called the contact center, there was no way for them to track progress or for agents to proactively provide further information or updates other than over the phone.

The result: excess call volumes and costs, an elongated issue resolution process, and diminished customer satisfaction.

The solution

Optus knew that by moving more customers to digital channels, it could lower call volumes and costs while boosting issue resolution stats and customer satisfaction. Working with Pega, it implemented a case management application that allows customers to raise a case directly online or in the Optus mobile app.

Optus customers can now easily raise, update, and track cases digitally. They can create or respond to agent messages within a chat window and receive regular updates within both the application and SMS.

Agents now have a unified, real-time view of case status. They can interact with customers and capture supporting case notes within the application. A dashboard provides clear visibility into work priorities.

Future plans include the addition of DevOps, analytics, and chatbots.

The results

- **Ability for customers to track issues**
- **Delivery of initial solution to market in 12 weeks**
- **Immediate shift to a positive Net Promoter Score for broadband customers**

"

Our customers are our top priority, and we are genuinely committed to driving a positive change in our customer experience. We have had great success with Pega in the project to date.

Penny Willcock,
Product Owner,
Digital Case Management,
Optus

Helping you make decisions **and** get work done

...by automating interactions while using AI guidance to improve Net Promoter Score (NPS) and cost.

Pega Customer Service for Communications enables you to streamline experiences and cut costs.

Customer service is becoming overwhelmed with complexity. Both customer service agents and customers expect a guided and intuitive experience that shows only the data required on a journey to deliver a meaningful outcome.

Disconnected customer experiences hurt your NPS and your bottom line. By combining AI with end-to-end automation, Pega makes seamless, personalized service not only possible but also easy across all channels.

Leading CSPs use Pega to optimize outcomes for the most important customer service journeys, including:

- **Billing inquiries**
  Billing inquiries often account for more than 50% of the call volume in the contact center. Identifying bills and orders, understanding issues such as late order delivery and incorrect charges, and provisioning solutions – all these become easier with Pega.

- **Guided troubleshooting**
  Average handling time for inquiries is often high and can result in expensive truck rolls to resolve customer issues. With Pega, you can use customer context (device, service, location, etc.) to ask relevant questions and use responses to drive intelligent next questions. Fixes can be automated, and all this can be enabled across all channels, including self-service and chatbots.

- **Equipment upgrades**
  Upgrading handsets and other devices is a complex process and a key moment of truth for your customer. Improve your team's ability to select the device to upgrade, determine options for the customer, and process the upgrade smoothly and efficiently.

With Pega Customer Service for Communications, CSPs are seeing results: major cost reductions through automation and reduction in inbound and outbound calls, improvement in first-time resolution and more than 50% improvement in average handling time.

Cisco shows customers what world-class service is all about

- Cisco wanted to elevate its customer service to world-class status, meeting or exceeding expectations 100% of the time
- The network giant used Pega to digitize customer service workflows and apply intelligent routing and service automation
- The system has helped Cisco radically reduce handle times, cut service costs, and free agents up to perform value-added work

The business issue

Cisco helps run the fastest data networks for the largest companies in the world. If its network goes down, businesses come to a screeching halt. That's why Cisco is on a mission to provide world-class customer service, meeting or exceeding expectations 100% of the time.

As a Fortune 500 company and industry leader, Cisco has always understood that it needs to move fast to keep pace with industry disruption. The company's thought leadership and commitment to innovation are two of the reasons why Cisco dominates networking and high tech today.

The solution

Cisco uses case management and the Pega Customer Decision Hub to route calls intelligently and provide better real-time responses across the entire global service chain. With this intelligent routing and service automation, the right agent handles the right issue, right away. With these capabilities, Cisco can deliver the fast, accurate, consistent service its customers demand.

Cisco is now on the path to digitizing all of its operations processes, from lead and opportunity management, to coding, ordering, shipping, and collections and billing. Its goal is to leverage Pega to optimize the entire workflow.

Not only will this cut costs, but it will also allow Cisco to take advantage of globally consistent processes and free agents to spend quality time with customers to provide the best experience possible.

> " We keep discovering how we can push the envelope. So far, we've not found a limit to how far Pega can take us.

Steve Power,
Senior Director,
Order Management Services,
Cisco

The results

- **Eliminated four million hours of customer wait time**
- **Cut service costs by 80%**
- **56% reduction in average handle time**
- **Removed 93% of human touch on non-value-added work**
- **Improved dispute management by 12%**
- **Boosted team productivity by 25%**

Liberty Global harmonizes customer service across brands and regions

- Liberty Global needed to quickly implement an agile customer engagement capability across 12 countries and five brands
- Leveraging Pega, the converged video, broadband and communications giant was able to digitally enhance customer support across all regions without replacing its legacy software, saving time and cost
- Customer support is now streamlined, consistent, and accurate across all brands and countries

The business issue

Faced with increasing business pressure and operating in a highly competitive set of diverse markets across Europe, Liberty Global began an ambitious program to digitally transform its operations across 12 countries and five brands.

The multinational converged video, broadband, and communications provider needed to quickly implement an agile customer engagement capability. To maximize agility and time to market, it wanted to reuse and augment its legacy business and operations support systems, enhancing customer support without having to replace entire stacks of legacy software.

The solution

With Pega, Liberty Global can move and augment its existing architectures – across all regions – to its new target digital architecture. This provides the company with the agility to deliver early benefits.

Liberty Global has created a number of reusable assets that can be layered and configured for each operating country. With Pega, the company can now collect the right data in the right format from customers before it is processed by the business support system.

Because of the Pega platform's flexibility, Liberty Global can grow its business requirements organically over time rather than having to pre-design the solutions at the start of the project.

> " The key tenet... is the conscious uncoupling of our BSS and OSS layers from what we call our 'CSS layers' – our customer service layers.

John Walsh,
Head of COE,
Liberty Global

The results

- **Ability to own, maintain, and deploy troubleshooting flows without writing code or involving the development team**
- **Increased first time right (FTR) rate**
- **Reduced inbound and outbound calls between the call center and customers due to more accurate data collected during the initial customer interaction**
- **Vastly improved agility**

Cox Communications brings insight and intelligence to customer support

- **The U.S. telecom and home automation provider needed to streamline its customer service workflows and enable agents to continuously improve**

- **Pega Customer Service provides unified, omni-channel customer processes and gives agents the tools they need to resolve issues quickly and efficiently**

- **Cox is now able to analyze call center interaction data to develop a next-best-action problem resolution capability**

The business issue

To support call volumes, Cox Communications needed to unify and standardize its fractured customer service processes across five contact centers.

The U.S. telecom and home automation provider wanted to enable agents to support customers more quickly and efficiently by presenting them with the most relevant data. With the current system, agents had to wade through so much data that it was difficult to easily determine root cause and determine where to start with troubleshooting. Agents also relied on multiple tools to complete tasks during customer interactions, which increased call times.

To meet its business needs quickly, enable continuous improvement, and reduce its technical debt, Cox realized it needed a future-looking architecture rather than approaching its needs on a case-by-case basis.

The solution

Using Pega Customer Service, Cox developed a unified workflow for customer support. Customers can start their interactions in one channel and move to another, and agents can pick up seamlessly in the middle of a resolution where the last agent left off.

The Pega Customer Service desktop delivers a single view of the customer, with a dashboard that consolidates details like equipment status, outstanding payments, and open work orders. Standardized workflows provide an efficient and consistent customer experience.

Beyond work-order automation, agents can reboot equipment and see where they are in the troubleshooting process.

Using the data gathered on which steps solve which problems most effectively, Cox is also set up to develop a next-best-action capability for problem resolution.
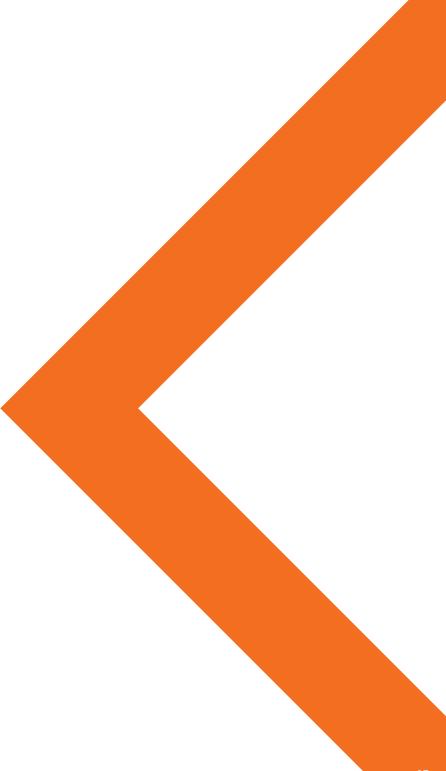
> "
> *The data on the process that the agent goes through is invaluable. We now have insight into most all agent behavior.*
>
> **Stanley Goldberg,**
> Senior Director,
> Customer Service Tools,
> Cox Communications

The results
- **Reduced training and improved policy compliance**
- **Faster time to insight**
- **Reduced costs with automation and centralized decisions**
- **Improved customer and employee Net Promoter Score with standard, efficient resolutions**
- **Created an analytics foundation for next-best-action capabilities**

PEGA

About Pegasystems

We are Pegasystems, the leader in software for customer engagement and operational excellence. Our adaptive, cloud-architected software – built on the unified Pega Platform™ – empowers people to rapidly deploy and easily change applications to meet strategic business needs. Over our 35-year history, we've delivered award-winning capabilities in CRM and digital process automation (DPA), powered by advanced artificial intelligence and robotic automation, to help the world's leading brands achieve breakthrough business results.

For more information, please visit us at **pega.com**

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