



The nation's
biggest network.

The world's *smartest*
decisioning engine.



- Pega already powers Always On Marketing at Vodafone, delivering

**HUNDREDS OF
MILLIONS**

in annual revenue.

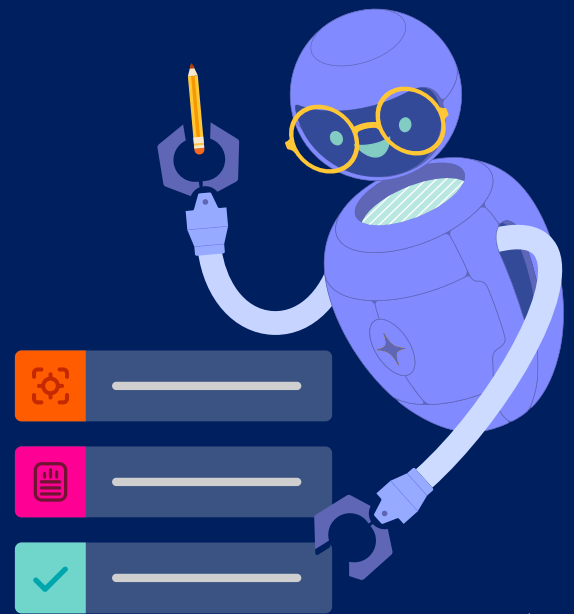
Now use that decisioning advantage to both accelerate merger value and compete when AI agents research, compare and buy.

- **Opportunity awaits. Here's the next chapter.**



Vodafone already trusts Pega to deliver truly one-to-one customer engagement at scale.

Our AI-powered decisioning engine powers Always on Marketing at Vodafone – what to offer, what to say, what to put right – in real time, on every channel.



Results

300%

improvement in
offer acceptance

£1.00

increase in ARPU, per
customer, per month

£200M+

incremental
revenue, annually



So what's next?

You're investing £11bn to build the UK's best network and improve customer experience across VodafoneThree.

But network leadership alone will not determine who wins when AI agents compare providers on the customer's behalf. VodafoneThree also needs the industry's most responsive commercial decisioning engine - and much of it is already in place.

Your Pega investment can start creating merger value now - improving retention, identifying convergence opportunities and growing value while the wider integration continues.

01

SIMPLER: Operations

VodafoneThree goal:

Run Vodafone and Three as one efficient business – distinct to customers, unified behind the scenes.

Pega enabler:

One decisioning engine across the enterprise. Each brand keeps its own voice but the intelligence deciding the next best action for every customer is shared – built once, working everywhere – across Vodafone, Three and the brands not yet switched on from VOXI to SMARTY and Talkmobile.

Proof:

Vodafone UK already uses Pega's **centralised decisioning system**. Pega is live across **nine Vodafone markets**.

02

STRONGER: Customer retention

VodafoneThree goal:

CX leadership and lower churn across every brand.

Pega enabler:

The right moment for the right customer, whichever brand they're with, whatever channel they're on.

Proof:

Pega already manages **retention and upsell journeys** and delivers **significant annual incremental value**.

03

GROWING: Agentic value

VodafoneThree goal:

Turn the largest customer base in Britain – across every brand – into lasting growth: cross-sell, retention, ARPU.

Pega enabler:

The gear you haven't switched on yet. Agentic AI turns real-time decisions into self-improving ones – AI agents building, testing and optimising engagement inside your governance, on the deployment you already own, at low incremental cost.

Proof:

Wells Fargo took the PegaWorld 2026 mainstage to show agentic AI orchestrating **6 billion** decisions a month across **70m** customers – marketing systems that act autonomously and adapt instantly. And the prize is clear: **64%** of telco leaders expect AI to contribute more than **5%** of revenues in the near future.

(McKinsey Telco CxO Survey, January 2026).

The Nation's *Biggest* Network.
Felt in the *smallest* moments.

Deepen relationships and
maximise value. Only with Pega.

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