

# Pega Customer Decision Hub

Maximize value with one-to-one customer engagement, powered by real-time next best actions

Pega Customer Decision Hub™ optimizes customer lifetime value by providing an “always-on brain” for your business – unifying your data, analytics, and channels into one connected experience.

Customer Decision Hub collects data from every interaction as it's taking place, combines that with the customer's full interaction history to determine their current context, and then delivers next-best-action recommendations during their moment of need. With Pega, you'll pivot between selling, serving, retaining, and nurturing in real time – and quickly deploy new strategies to keep pace with ever-changing market conditions and customer demands.

Clients that use this approach typically see 2 – 3x improvement across the board and achieve a 489% return on investment by:

- **Increasing relevance with empathetic selling.** Pega doesn't push products to customers in large batches. Customer Decision Hub only recommends selling to a customer if they're in market and it adds value to their current situation. With an empathetic approach to selling, clients routinely see a 3 – 6x increase in response/conversion rates and generate an average of \$226 million in incremental revenue every year.
- **Mastering proactive customer retention.** Customer Decision Hub doesn't wait for customers to tell you they're leaving – it constantly monitors their situation, looking for signs of churn. Once a risk is identified, you'll proactively trigger personalized retention offers and adapt experiences in real time with next best actions designed to retain their business without over-incentivizing. Using this approach, Customer Decision Hub clients routinely reduce churn rates by 10 – 50% and retain an average of \$193 million annually.
- **Driving loyalty with preemptive service.** What if you could solve your customer's problem before they knew they had one? Customer Decision Hub identifies customers who are likely in need of service and delivers preemptive messages – resolving the issue before it even happens. By anticipating moments of need and getting ahead of customer problems, clients typically receive a 10 – 40 point increase in NPS.

## Challenge

Most marketing stacks are loaded with “best-in-class” point solutions that weren't built to work together and can't adapt quickly enough to keep pace with today's customer. They rely on inflexible campaign tactics and large segments to push products rather than solve problems. This leaves customers overexposed, rather than driving their loyalty. They stop listening, stop engaging, and eventually disappear.

## Solution

To maximize revenue growth, retain more customers, and drive loyalty you need to engage every customer one-to-one, using a next-best-action approach.

With Pega Customer Decision Hub, you'll use a centralized brain that predicts customer needs, personalizes every interaction, and delivers an optimal customer experience – regardless of the channel.

Here's how the Pega Customer Decision Hub rises above the competition:

- **Customer Decision Hub is the brain.**

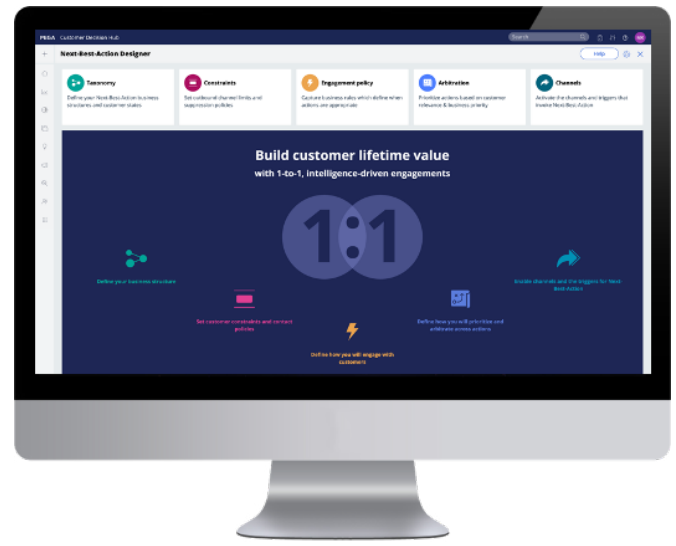
Customer Decision Hub sits at the center of your martech stack and unifies all of your data, analytics, and strategies into a single platform. Every interaction is tracked in one place, and each one immediately informs the next. So whenever and wherever your customer chooses to engage, you'll ensure their experience is always relevant.

- **Customer Decision Hub works in real time.**

The world's leading organizations rely on us to meet their speed, scale, and sophistication needs. Customer Decision Hub clients use Pega to make millions of decisions per day, for hundreds of thousands of customers, across dozens of channels – all in less than 150 milliseconds. That's why Forrester ranked Pega #1 in Real-Time Interaction Management.

- **Customer Decision Hub enables empathy.**

With Pega, you engage every customer one-to-one, shifting from selling to serving to retaining instantly depending on each customer's unique needs. And by only engaging with relevant, hyper-personalized actions, you'll earn the opportunity to grow your relationship with that customer over time.



Customer Decision Hub recommends one-to-one, next best actions in real time, while customers and prospects are interacting with your brand – regardless of which channel they're on.