PEGA®

Pega® Intelligent Virtual Assistant

Do more across all channels

A Pega Datasheet

Go beyond chat: Deliver dynamic engagements on and across any channel

The digital users of today, whether customers or employees, have high expectations about being able to interact the way they want and using the devices and channels that are most intuitive to them. You, as the organization, struggle with delivering consistent and continuous experiences and providing your users the right experience at their moment of need. But it doesn't have to be hard.

Pega® Intelligent Virtual Assistant – a key capability of the Pega Platform – overcomes the shortfalls of other solutions by elegantly extending any Pega enterprise application to have a conversational user experience (UX). With Pega you can easily turn any voice or text-based channel into AI-powered virtual assistants that use natural language processing (NLP) and text analytics to deliver hyper-personalized engagement – whether it's providing self-service or preemptive service.

Go beyond chat. Your Pega Intelligent Virtual Assistant:

- **Speaks human**

  Pega Intelligent Virtual Assistant understands intent and its conversational UX enables it to interact intuitively, making it easy for people to engage the way we normally speak or type.

- **Gets real work done**

  Pega's assistant can do more than just witty banter. Your assistant acts as an extension of your team, relieving them of redundant and time-consuming tasks.

- **Spans channels**

  Today Email and Facebook, tomorrow another channel du jour. Pega's assistant easily adapts across channels and because it keeps context, your customers will never be lost.

- **Always learning**

  Every conversation is captured and the data can be fed back into Pega's machine learning algorithms to improve NLP and better predict Next Best Actions.

Challenge

The promise of chatbots and virtual assistants are that they can easily help people find the things they want and need, as well as ensure great service and support is delivered directly through an interface they already know and love. Despite the hype, today's chatbots and virtual assistants don't provide the human-like experiences they've promised.
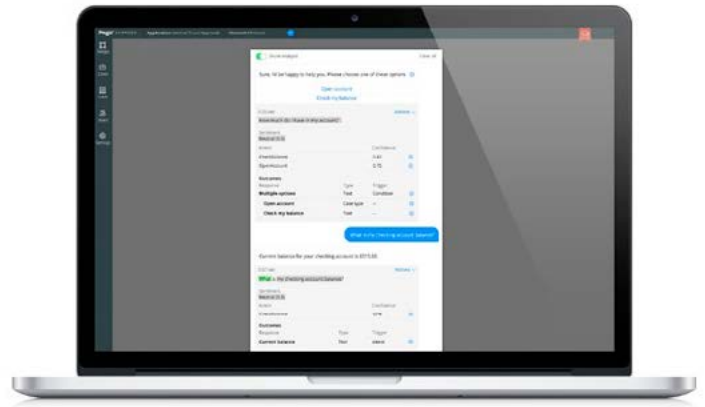
Solution

Pega Intelligent Virtual Assistant – part of the Pega Platform easily turns applications into smart assistants on any channel – from SMS and email to Facebook, Alexa, Slack, and more. Pega evolves bots from simple chat and data fetching novelties into sophisticated digital agents that anticipate people's needs, make helpful suggestions, complete complex tasks, and provide exceptional experiences.
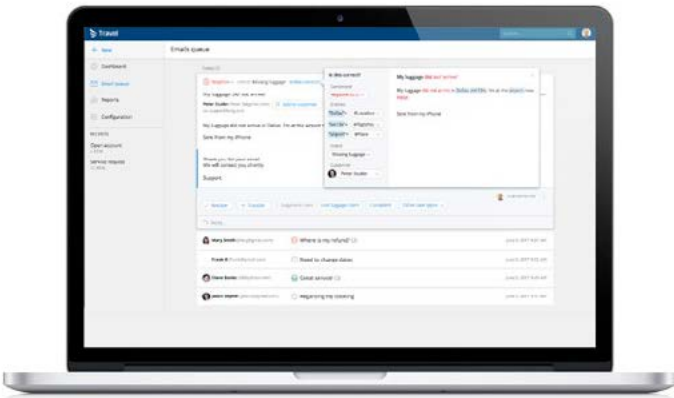
Don't just talk – engage

As new conversational user interfaces emerge every day, developers struggle to build and manage more bots and establish a connected experience across them as well as between their existing systems. It's easy to get lost in the technology hype rather than considering how these intelligent assistants can enhance your users' experience.

With Pega Intelligent Virtual Assistant business users and developers alike are empowered to easily build, collaborate, and deliver intelligent assistants fast using Pega's market-leading model-driven application development environment.
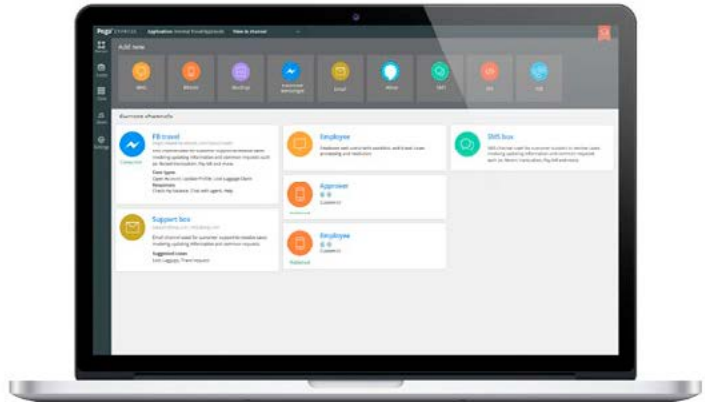
Authoring & Simulation

- Deliver intelligent assistants fast using Pega's market-leading model-driven application development environment.

- Construct and edit the dialog of text and voice bots with the Pega Conversation Builder.

- Define and configure a seamless transition from bot to agent when necessary.

- Test how assistants perform and deploy updates in real-time with an integrated conversation simulator.

Language processing and intent derivation

- Extract the intent of users with out-of-the box NLP and text analytic capabilities.

- Integrate with other NLP and text services via an open architecture.

- Plug into pre-existing business flows and extend them to any conversational channel.

- Connect to all your customer data sources so you can deliver next-best-actions everywhere.

Channel engagement

- Reach the most popular channels with preconfigured connections to Facebook Messenger, Alexa, and SMS/text.

- Make Email work for you with Pega Intelligent Virtual Assistant for Email.

- Link to shared services such as 3rd party APIs, microservices, authentication, payment processing, and more.

- Extend any Pega application – including apps for marketing, sales, and customer service and any custom-built Pega app.