RETAIL BANK ACCELERATES SERVICE AND SALES SUCCESS

A PEGA® ROBOTIC AUTOMATION CASE STUDY*

The client is one of the largest banks in the United States, having assets of around $100 billion. The institution provides investment management, retail and commercial banking, consumer finance, and investment banking products and services around the world.

Business Goals

- Reduce AHT
- Increase sales opportunities
- Reduce error rates
- Reduce training time for agents

Results

- AHT dropped from 360 seconds to 120 seconds (reduction of about 66%) for Payment Process
- Increase up-sell and cross-sell
- Improved agent compliance
- Reduced agent training time and agent churn

With robotic automation, we reduced average handle time and minimized training time while at the same time increased sales opportunities and improved compliance for our CSRs.

*Formerly an OpenSpan Case Study

Vision: Accelerate Service and Increase Agent Sales

This bank felt it could improve customer service and sales returns of its sales and service center agents with Pega Robotic Automation. It uses a mix of legacy applications—Siebel CRM, VB, mainframe, and browser-based. These disparate applications and their complex back-and-forth, screen-switching operations impacted several performance areas. The client envisioned efficiency and compliance of systems allowing agents to be trained in basic proficiency quickly and rapidly advancing to "experienced" status, creating more sales opportunities.

Execution: Immediate ROI on Implementation

The client's implementation of Pega® Robotic Automation technology took place in 90 days, and began building ROI immediately. Pega's short development cycles mean that bank analysts can react quickly to performance feedback and deploy future improvements to every desktop in record time. The following disparate legacy applications were integrated without changing a single line of code: A Windows-based CRM system, a VB legacy CRM system, emulators running multiple 3270 mainframe sessions, and browser-based Web applications. Composite interfaces were built merging commonly-accessed fields and controls, unifying views of customer information allowing for workflow improvements. Pega® Robotic Automation technology automated and merged repetitive tasks including agent desktop automation in customer verification, payment transfers, lien releases and mortgage discharge, address and phone number changes, and passing data to an outbound sales system.

Outcome: Desktop Solutions Drive Agent Productivity

The client experienced significant reduction of critical AHTs. Composite interfaces and automated steps reduced agent times for major tasks. In one payment process, 22 steps were automated, and AHT dropped from 360 seconds to 120 seconds (reduction of about 66%). Shorter AHTs and better agent focus produced greater sales of cross-sell and up-sell products and services. Reduced application distractions have sharpened agent attention and service skills and increased the accuracy of call details. Automatic copy between forms has significantly reduced data errors. Agent compliance improved with new user prompts, forms, and automated workflow steps consistently reinforcing proper procedures and correct task completion. Center managers can log individual users' desktop metrics for task analysis and workflow refinement. The client realized a significant drop in the five- to seven-week training period for new agents. Agents are now considered tenured or experienced in much less than the prior 60 days.

*Formerly OpenSpan robotic automation

ABOUT PEGA

Pegasystems Inc. (NASDAQ: PEGA) develops strategic applications for marketing, sales, service, and operations. Pega's applications streamline critical business operations, connect enterprises to their customers seamlessly in real-time across channels, and adapt to meet rapidly changing requirements. Pega's Global 3000 customers include many of the world's most sophisticated and successful enterprises. Pega's applications, available in the cloud or on-premises, are built on its unified Pega® 7 Platform, which uses visual tools to easily extend and change applications to meet clients' strategic business needs. Pega's clients report that Pega® software gives them the fastest time to value, extremely rapid deployment, efficient re-use, and global scale. For more information, please visit us at www.pega.com.

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