

Enabling a Multichannel Customer Experience through Pega's Decision Management Capabilities

Powered by Pegasystems



Business Situation

A range of business intelligence and analytics systems as well as multiple sources of customer information can exist across the typical organization. This indicates the absence of a single tool which can present a 360-degree view of the customer complete with sophisticated analytics to provide consistent system-generated decisions and actions across all channels and lines of business.

Key Industry Trends

Businesses have been focused on providing customers with exceptional sales and customer service. This leads to increased customer satisfaction which, in turn, drives increased sales of products and services.

Companies are trying to achieve higher Net Promoter Score (a recommendation score) with personalized sales and marketing offers delivered by a company representative or through a self-service interaction - across a variety of channels.

Business Challenges

- Moving away from silo'd applications and manual decision making to a complete automated solution across multiple channels and platforms
- Gathering relevant and necessary customer information
- Enabling new avenues of customer retention and improving customer loyalty
- Personalized as well as consistent messaging
- Tracking customer journey and improving the customer experience
- Keeping track of business goals
- Driving feedback back into business and marketing teams

Solution overview

When compared to traditional CRM applications, Tech Mahindra's Pega-based Decision Management application is differentiated by its unique approach and availability on multiple channels. The platform is an intelligent BPM system that transforms the operations and processes of the business around the needs of individual customers, delivering high value and memorable experiences.

The solution analyzes a customer's transaction history and profile characteristics in real time and uses this information to empower the next best action/offer application. This ensures that the resulting product and service recommendations have the highest probability of acceptance. Additionally, this solution can be made available on multiple channels, assuring a seamless customer journey across different platforms.

How Tech Mahindra can help you derive strategic value with Pega-Decision Management based applications.

Jump-starting your decision management implementation



Solution Components

Tech Mahindra's Pega-based Decision Management application bundles:

- Intelligent routing to enterprise applications
- Multichannel integration for uniform treatment and experience
- Adaptive Feedback Loop
- Integration with the target architecture through an efficient use of the SOA methodology
- Seamless integration with the online and call center experiences

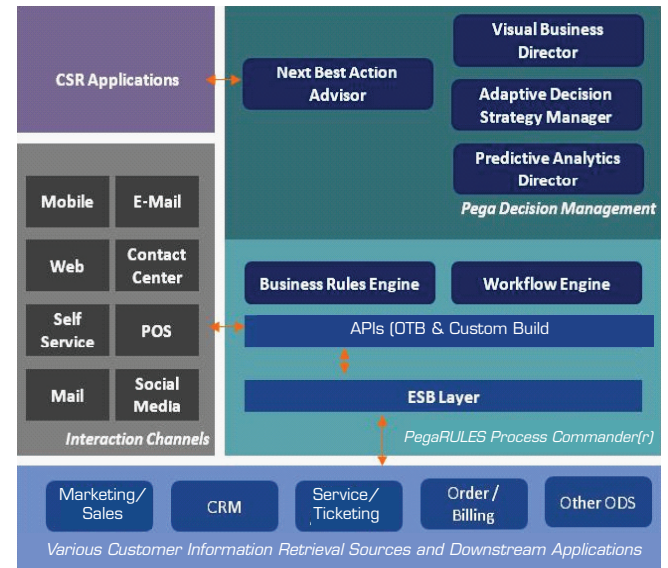
Solution Benefits

- Optimization of interaction time - Yields greater satisfaction, better use of time, and greater profits
- Natural conversations - More conducive to having customers agree to a proposition
- Effective monitoring - Automatically capture every decision and audits the basis on which it was made
- Consistency Across Channels - Decision hub executes a holistic strategy for each customer that recommends what the next best action will be
- Collision avoidance - The customer will be considered for a specific proposition during all real-time interactions and inbound communications
- Cost alignment - NBA strategies and their underlying predictive models enable businesses to be discerning in choosing where to spend scarce resources

Success Story

The Pega-based Decision Management solution that Tech Mahindra implemented for a leading telecom company's Customer Experience program is a testimony of our service capabilities in a very complex online environment. We provided an integrated and agile web channel platform for an optimized and seamless online journey that can lead to better customer engagement.

Solution Framework



Industry Scenarios

How we help derive strategic value by utilizing Decision Management - based applications:

Cross - Sell / Up - Sell	Campaign Management	Customer Service
Customer Acquisition	Budgeting and Forecasting	Attrition/Churn /Retention
Fraud Detection	Promotions	Pricing
Demand Planning	Quality Improvement	Supply Chain

About Tech Mahindra

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology services and solutions, enabling enterprises, associates and the society to Rise™. We are a USD 2.7 billion company with 84,000 professionals across 49 countries, helping 540 global customers including Fortune 500 companies. Our Consulting, Enterprise and Telecom solutions, platforms and reusable assets connect across a number of technologies to derive tangible business value.

We are part of the USD 16.2 billion Mahindra Group that employs more than 155,000 people in over 100 countries. The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership.

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About Pegasystems

Pegasystems Build for Change® technology is the heart of better business software. It delivers business agility and empowers leading organizations to rapidly close execution gaps and seize new opportunities. Pegasystems is the recognized leader in business process management and is also ranked as a leader in customer relationship management software by leading industry analysts.

For more information, please visit us at www.pegasystems.com

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