

# Pega Customer Profile Designer

Democratize real-time data for business users

A Pega data sheet

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Pega Customer Profile Designer puts business users in control, using a guided approach that helps them onboard new data and activate it for daily use – with minimal support from IT.

With Pega Customer Profile Designer, you can:

- **Simplify data configuration**

Business users search streaming data for patterns, then summarize that data into counts – so they can track exactly what's happening with each customer and how often. That data is then mapped to the customer profile. The instant something changes, the activity is identified, quantified, and optimized for modeling use.

- **Activate data for predictive modeling**

Data streaming into the customer profile is immediately scored through a wide array of propensity models and used to predict what that individual is most likely to respond to in the moment – whether that's a sales offer, retention plan, or service nudge.

- **Increase relevance with real-time decisioning**

Those predictions are then used to decide the next best action for each customer and trigger a message on their preferred channel. Pega makes hundreds of millions of real-time decisions every day to create the most relevant and contextual experience possible, for each individual.

## Challenge

There's more customer data than ever before, but marketers still struggle to deliver highly relevant experiences that inspire long-term loyalty. Bringing in new data is painful. The only option is to rely on over-taxed IT and data science resources to configure data sources, build connections, and integrate the resulting signals into their programs.

## Solution

Pega Customer Profile Designer crushes the complexity found in operationalizing real-time data. Marketers have a guided approach to search for patterns, extract elements, and aggregate information – then map that data to a customer profile and use it to power the predictive models that drive their next-best-action programs.

## Empower business users to utilize real-time data

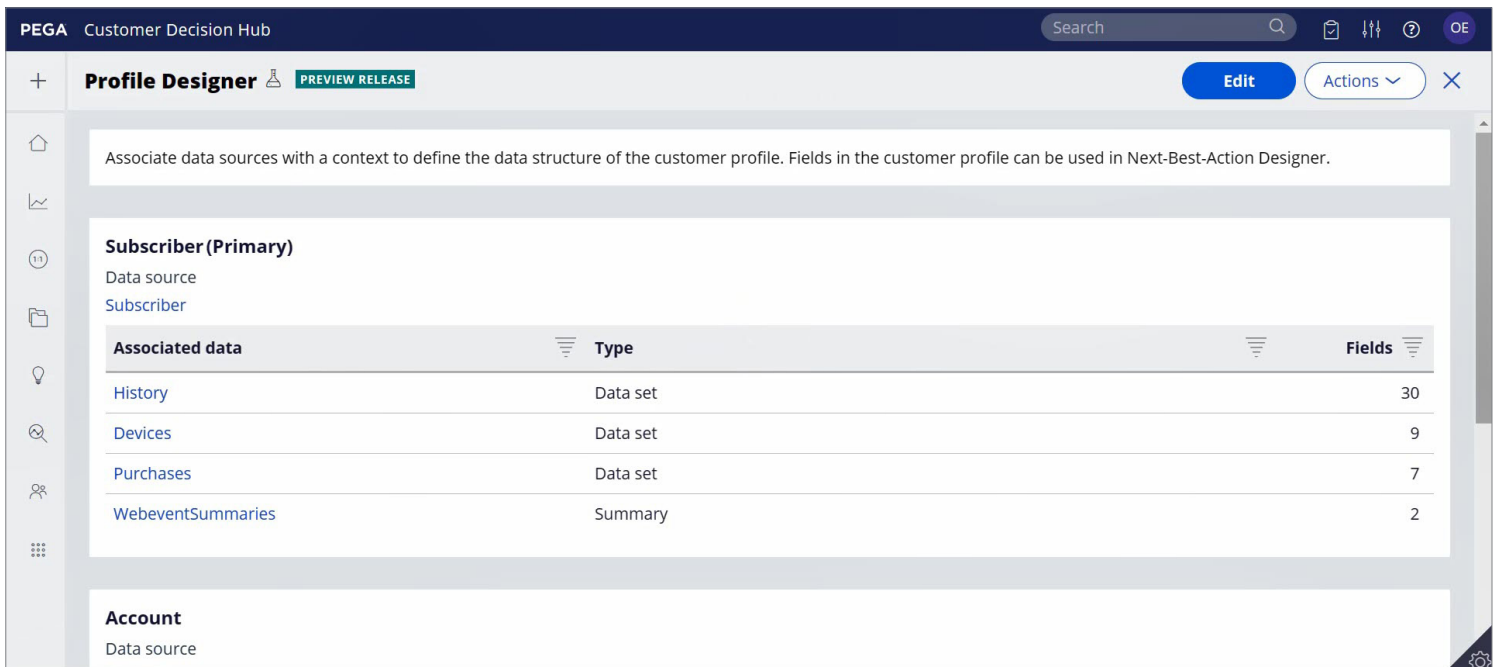
- You don't need to rely on IT each time you want to make a change. With Pega Customer Profile Designer, business users are empowered to activate streaming data themselves, using a guided, best-practice approach.

## Quickly integrate new data sources

- With Pega Customer Profile Designer, those users can easily extract and summarize data from any file or streaming data source – and automatically map that information to any attribute in the customer profile.

## Respond to new insights in real time

- With Pega Customer Profile Designer, there's no longer a need to process data in batches. The instant new customer data is received, it's used to recalculate their next best action – so every interaction with that person is timely, relevant, and fully contextual.



Pega Customer Profile Designer democratizes real-time data for business users.

### About Pegasystems

Pega delivers innovative software that crushes business complexity. From maximizing customer lifetime value to streamlining service to boosting efficiency, we help the world's leading brands solve problems fast and transform for tomorrow. Pega clients make better decisions and get work done with real-time AI and intelligent automation. And, since 1983, we've built our scalable architecture and low-code platform to stay ahead of rapid change. Our solutions save people time, so our clients' employees and customers can get back to what matters most.

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