

Pega Customer Service for Healthcare

Deliver the simplified service that customers expect

For customer experience leaders, the days of reactive service are long gone. Instead, today's world is digital and proactive. Your members and providers expect frictionless service on whatever device is closest to them. They expect interactions to be easy, yet they are too often frustrated by complexity. Gartner predicts that by 2022, 70% of all customer interactions will involve digital channels – including messaging, live chat, and chatbots¹.

The race to digital transformation starts with a balanced, customer-centric strategy to differentiate and retain your members and providers. As part of the Pega Infinity™ Digital Transformation Suite, Pega Customer Service™ for Healthcare can help drive this effort with AI-powered customer engagement and end-to-end robotic automation. These capabilities are designed to fuel personalized interactions and streamlined service journeys across your entire enterprise. Deliver service – simplified!

Pega Customer Service for Healthcare empowers large organizations to:

- **Increase member satisfaction and improve engagement:**
Guide the user throughout the entire journey on assisted or self-service channels – for simple, productive, and consistent conversations.
- **Make agents more productive:**
Accelerate agent productivity with contextual knowledge content to provide a personalized service experience, solving customer issues quickly and accurately.
- **Drive costs down and retention up:**
Guide agents in real time with contextual recommendations using next best actions to proactively do the right thing, at the right moment, before your member asks.

Challenge

Welcome to the new era of digital service transformation – where the stakes are high. Your customers expect friction-free experiences every time they interact on any channel. Keeping up with these expectations requires a delicate balance of meeting the immediate needs of this new digital customer without abandoning your existing people, processes, and systems.

Solution

Pega Customer Service™ for Healthcare achieves this balance by future-proofing your business – even within your existing infrastructure. It provides your customers with the new digital, frictionless experiences they demand. And by infusing real-time, omni-channel AI, and end-to-end robotic automation, Pega improves operational efficiency for seamless service journeys across your enterprise.

Pega Customer Service for Healthcare

Pega Customer Service for Healthcare helps drive better outcomes by delivering one-to-one member engagement – powered by real-time, omni-channel AI and end-to-end robotic automation – that make member- and employee-facing processes more efficient.

Three of our Pega Customer Service editions are designed to meet your customer service needs, offering key capabilities:

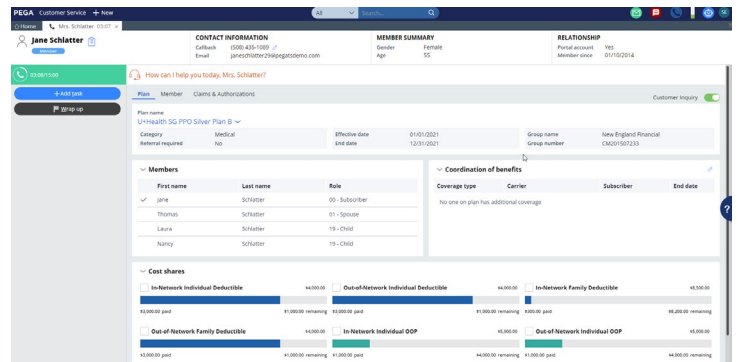
- **Real-time, omni-channel AI:** Deliver consistent and personalized customer service experiences across phone, web, email, chat, and more without losing the context of the conversation.
- **AI-guided interactions:** Pega’s AI-augmented agent capability learns from your top agents for optimal next-best-action guidance.
- **Dynamic case management:** Connect people, contact center systems, and processes for end-to-end visibility and resolution.
- **Contextual digital self-service:** Make your website experiences more effective by infusing context with personalized offers for improved member engagement.
- **Robotic desktop automation:** Optimize and automate mundane processes with a personal robot. These are available for every agent.
- **Chatbots and virtual assistants:** Deploy conversational interfaces and AI-powered email to speed up responses using Pega Intelligent Virtual Assistant™.
- **Integrated computer telephony integration (CTI):** Personalized screen pops within the agent desktop using Pega Call™
- **Knowledge management, communities, and troubleshooter:** Support curated articles, discussion groups, and troubleshooting.
- **Real-time co-browse:** Share the same webpage with just a single click. This can be done between two or more parties.

- **Web/mobile mashup:** Embed self-service options throughout your customer journey.
- **Personalized desktop with industry views:** Adapt to each customer need across journey.

Real, proven benefits: Additionally, according to a Forrester Research independent study, organizations that select Pega for their digital customer service transformation enjoy real benefits, including but not limited to:

- **12% reduction** in average handle time
- **15% improvement** in the retention rate
- **24% reduction** in average customer churn rate
- **473% ROI**, with a payback period of just six months

Engage your Pega Customer Service professional for a personalized readiness assessment today.



“We saw a 100 second decrease in handle time, a great potential cost savings, but for me that’s about being respectful of a customer’s time.”

- SVP Service Experience



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.

For more information, please visit us at pega.com

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