



PegaWorldiNspire

The Future of Customer Service

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Agenda

Let's get started

- A brand-new category is emerging
- Impact upon outcomes
- How it's different

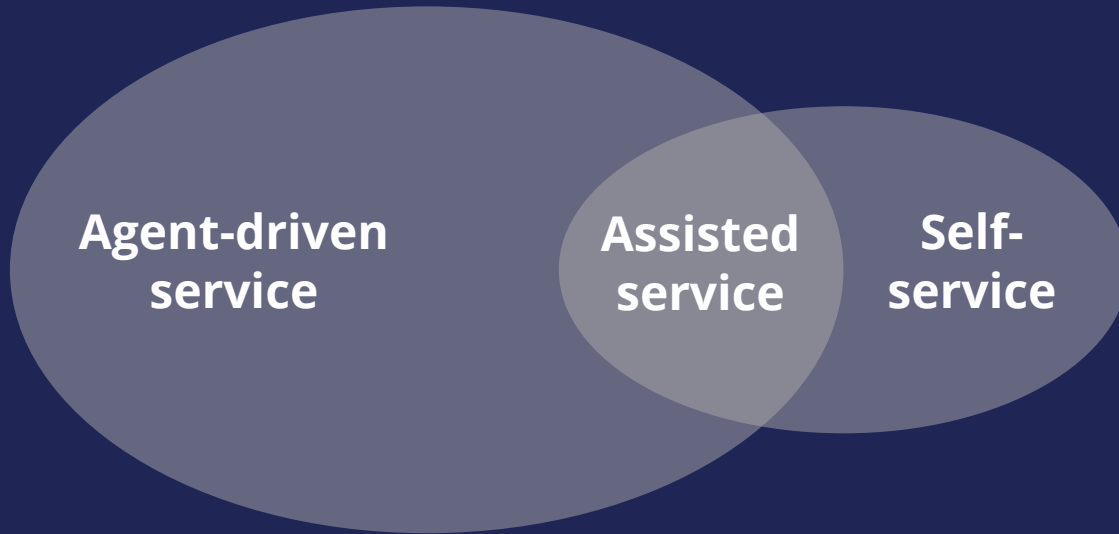
The “surface area” of customer service: 2010



**Agent-driven
service**

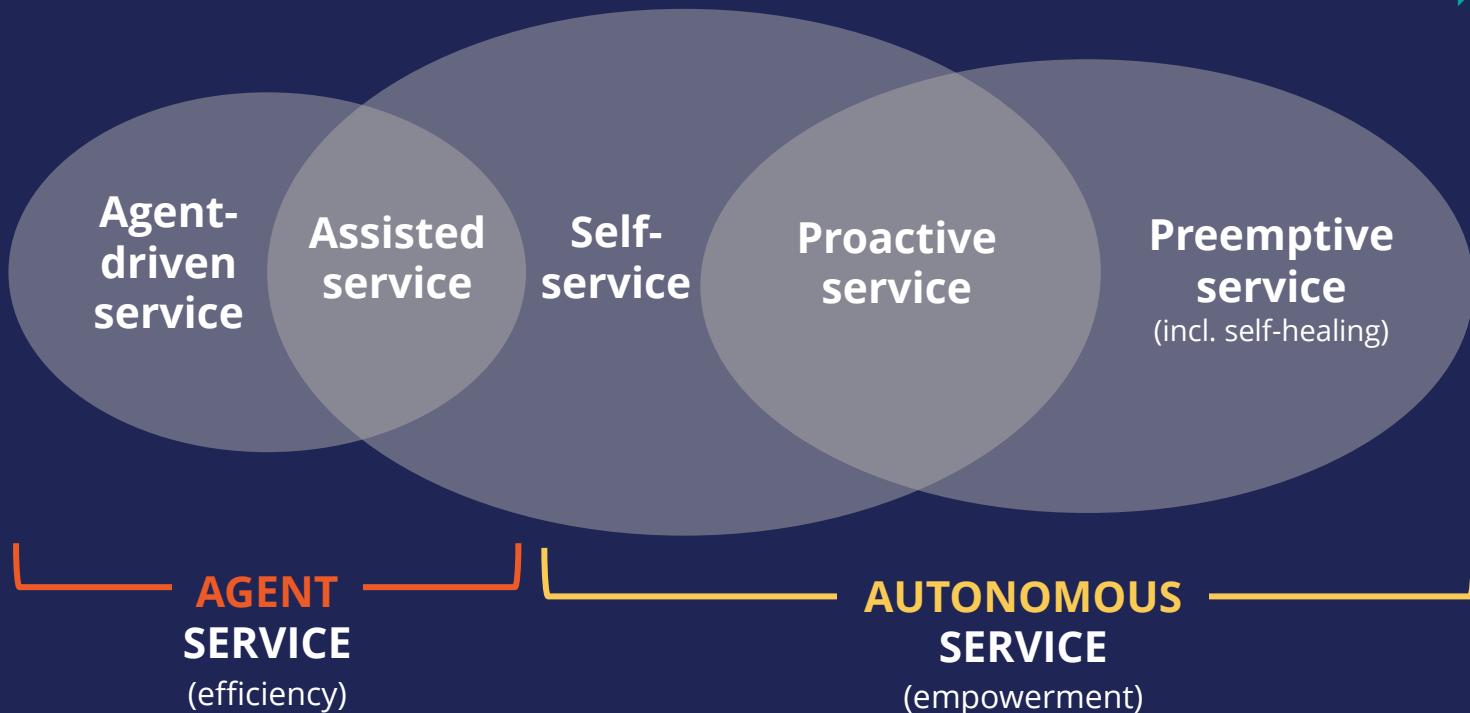
The “surface area” of customer service: 2015

TRANSFORMATION: Contain inquiries before they become agent interactions

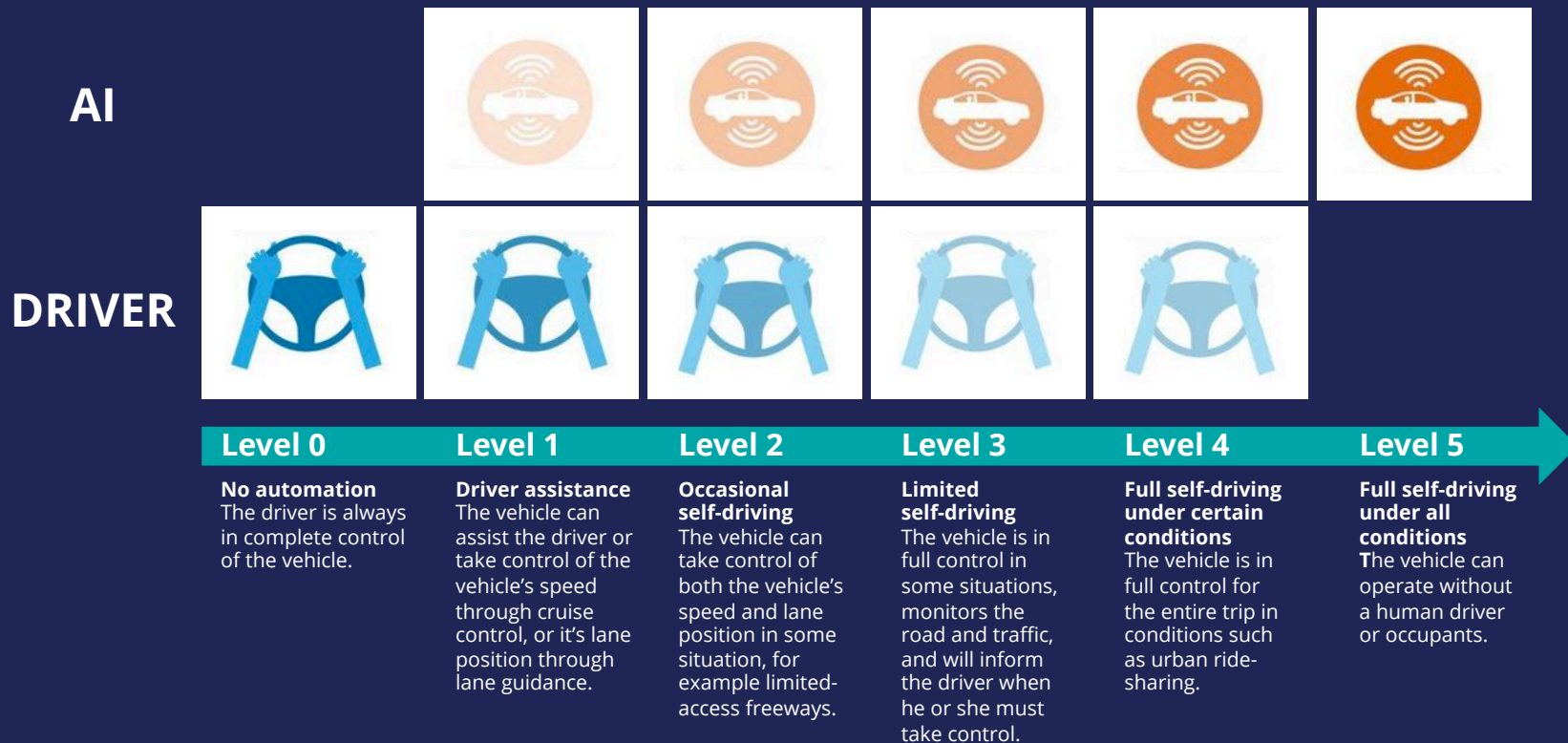


The “surface area” of customer service: 2020-2025

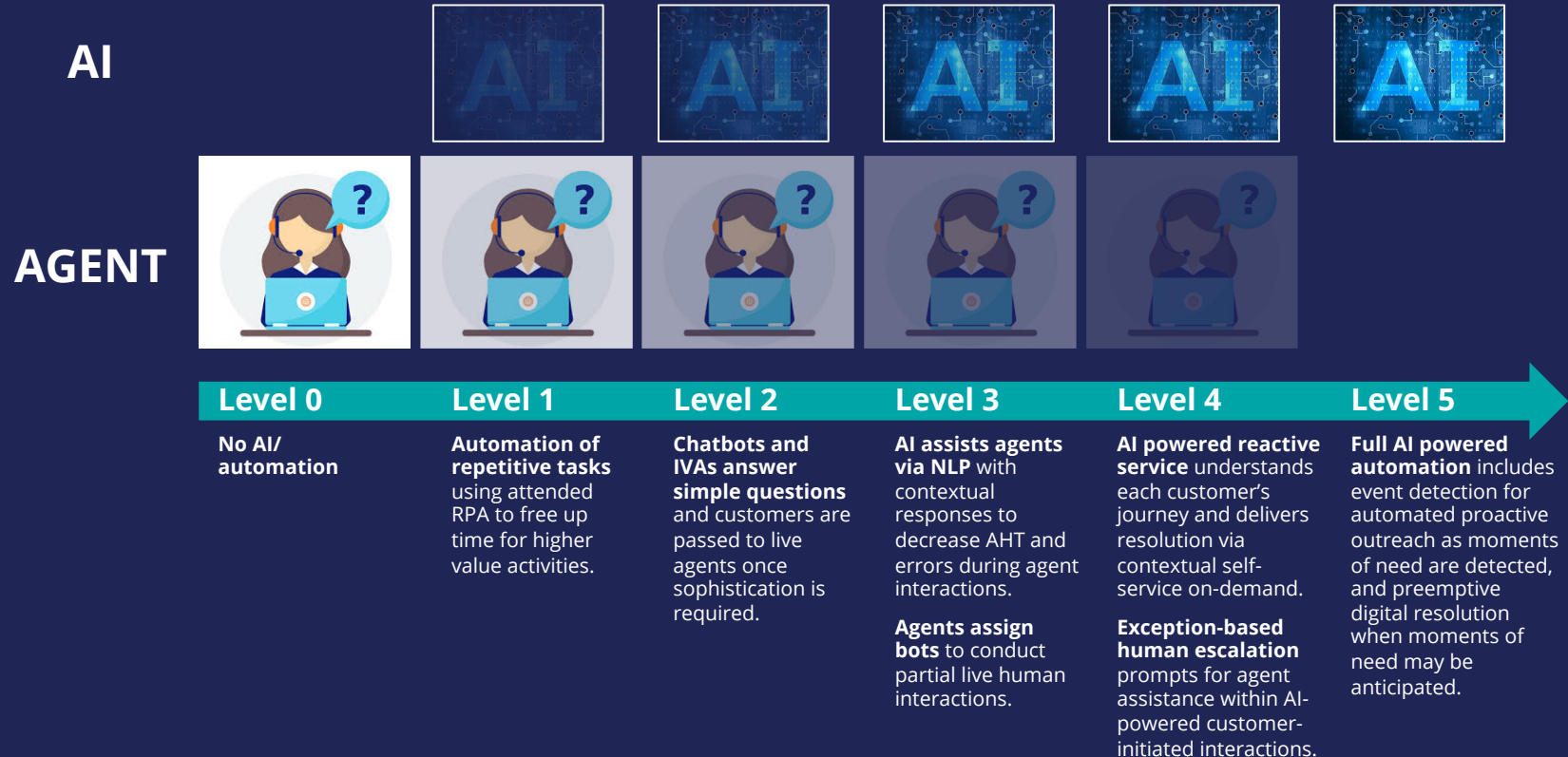
TRANSFORMATION: Reduction in cost, lower customer effort, accelerated resolution



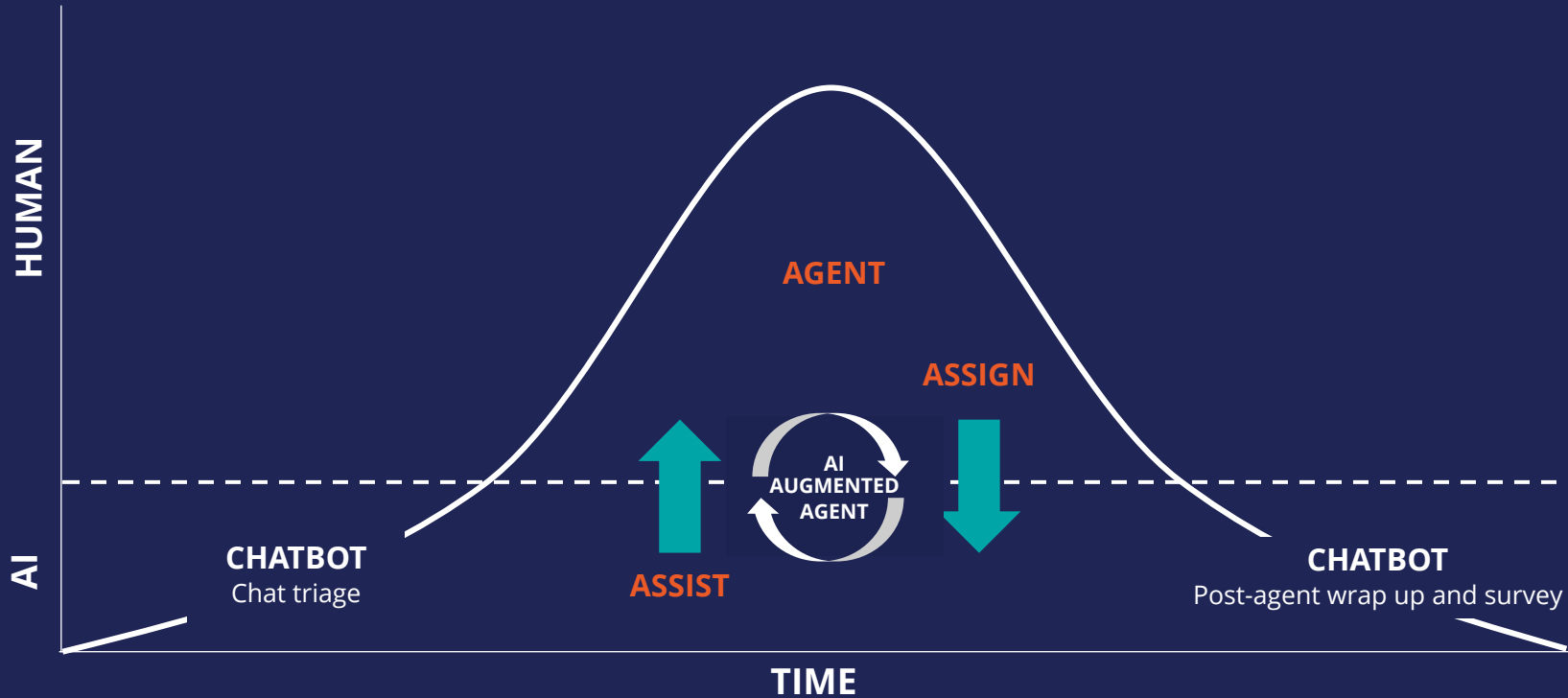
The five levels of vehicle autonomy



The five levels of autonomous service



Blended service interactions powered by bi-directional AI & bots



The difference: Autonomous service

Traditional “self-service”

- Inside-out
- Product oriented
- Channel-specific
- Customer must find answers
- Irrelevant content hides the relevant
- Static information
- Responsive service only

The bottom line:

- Often fails to resolve
- Tendency to frustrate customers
- Can result in customers having to engage a live agent... and start all over

Next-generation “autonomous service”

- Outside-in
- Journey oriented
- Customer-specific
- Contextual answers
- Only relevant information provided
- Dynamic information
- *Proactive and preemptive*

The bottom line:

- Faster resolutions
- Happier customers
- Greater containment (lower call volume)
- Channel-less continuity (AHT)



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