



Breakout | The future of Marketing

Community Forum

**Getting started in Decisioning – The first
1000 days**



Getting started in Decisioning – The first 1000 days



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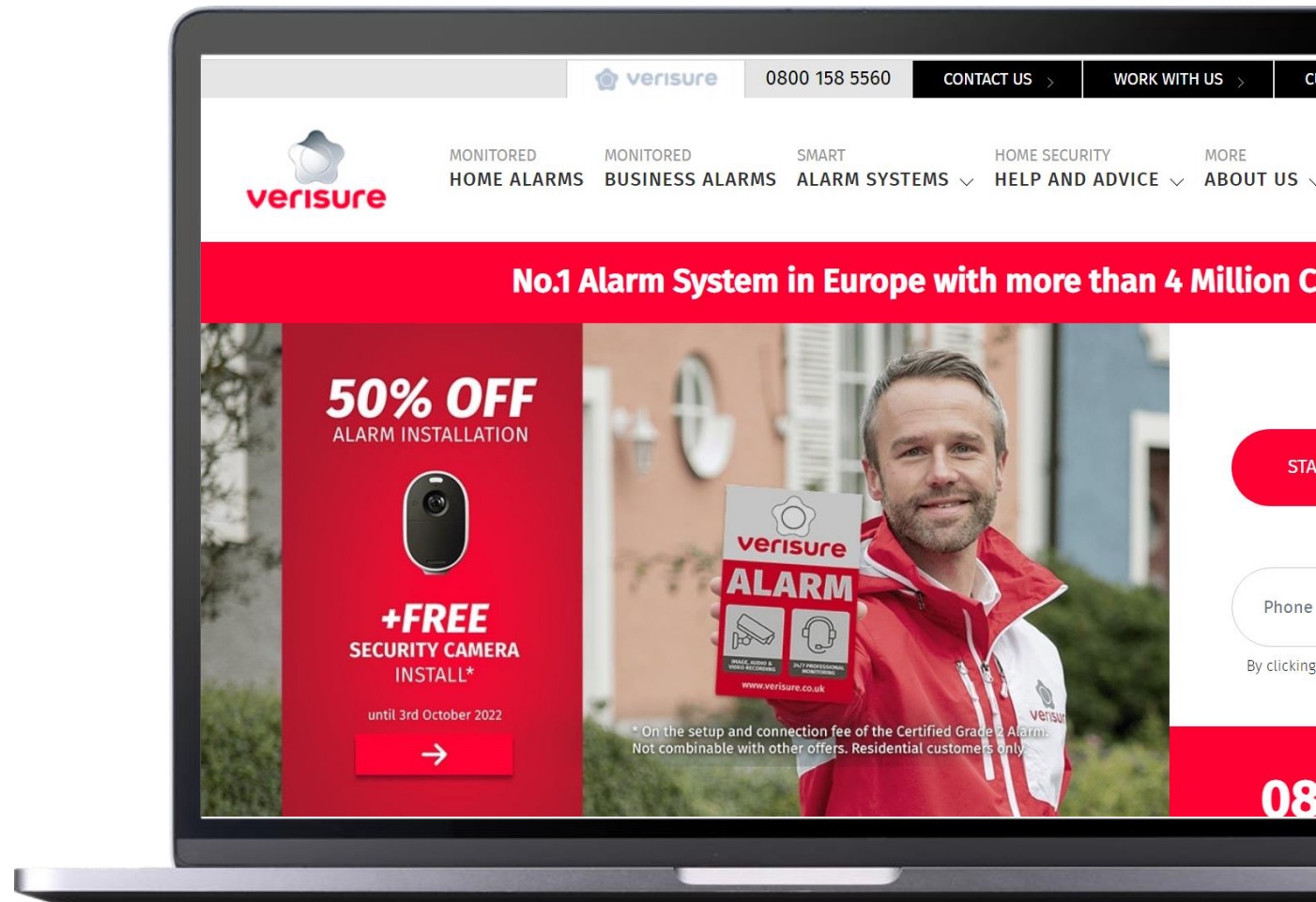
Protecting families and small business owners against Burglaries and other home risks

4.5 M subscribers

1 new customer every 10 working seconds

Operating in 17 countries in Europe & Latin America

Best-in-class customer satisfaction → our customers stay with us >15 years





WHY DECISIONING?

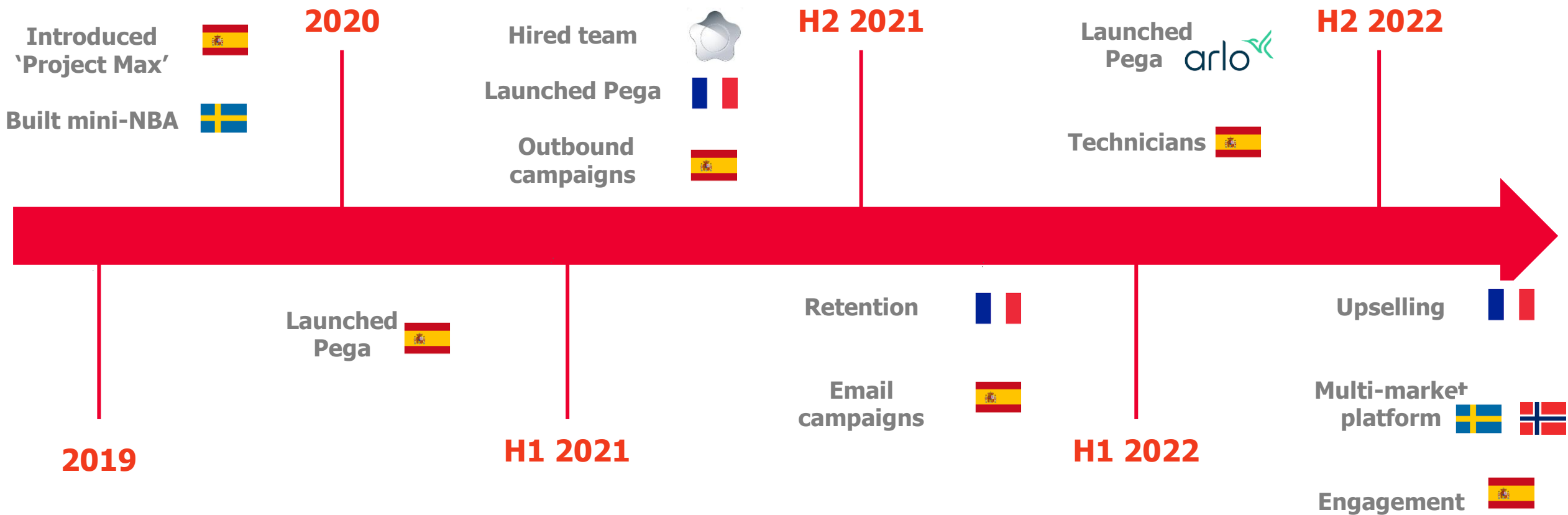
- | Loyal and happy customer base
- | Rapidly growing business
- | New Products & Services
- | Proven concept

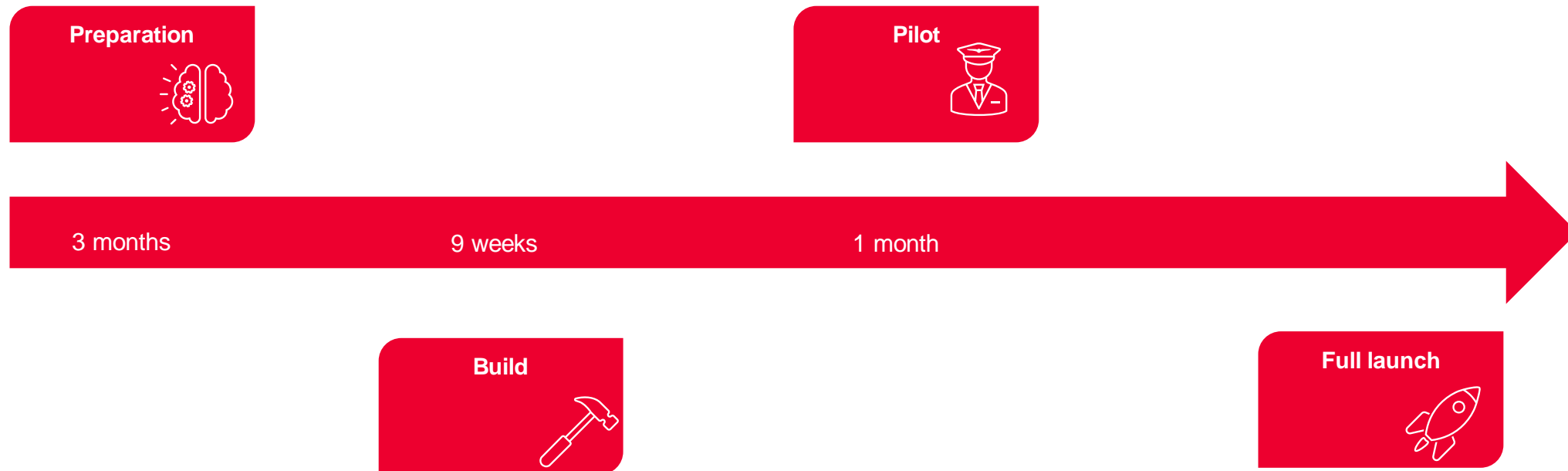
WHY PEGA?

- | Experience
- | Flexible & Business centred
- | Scalable & Multi-market
- | Easy to Implement



Pega Community Forum | Our Journey





| X6 increase in upselling

| 34% service adoption

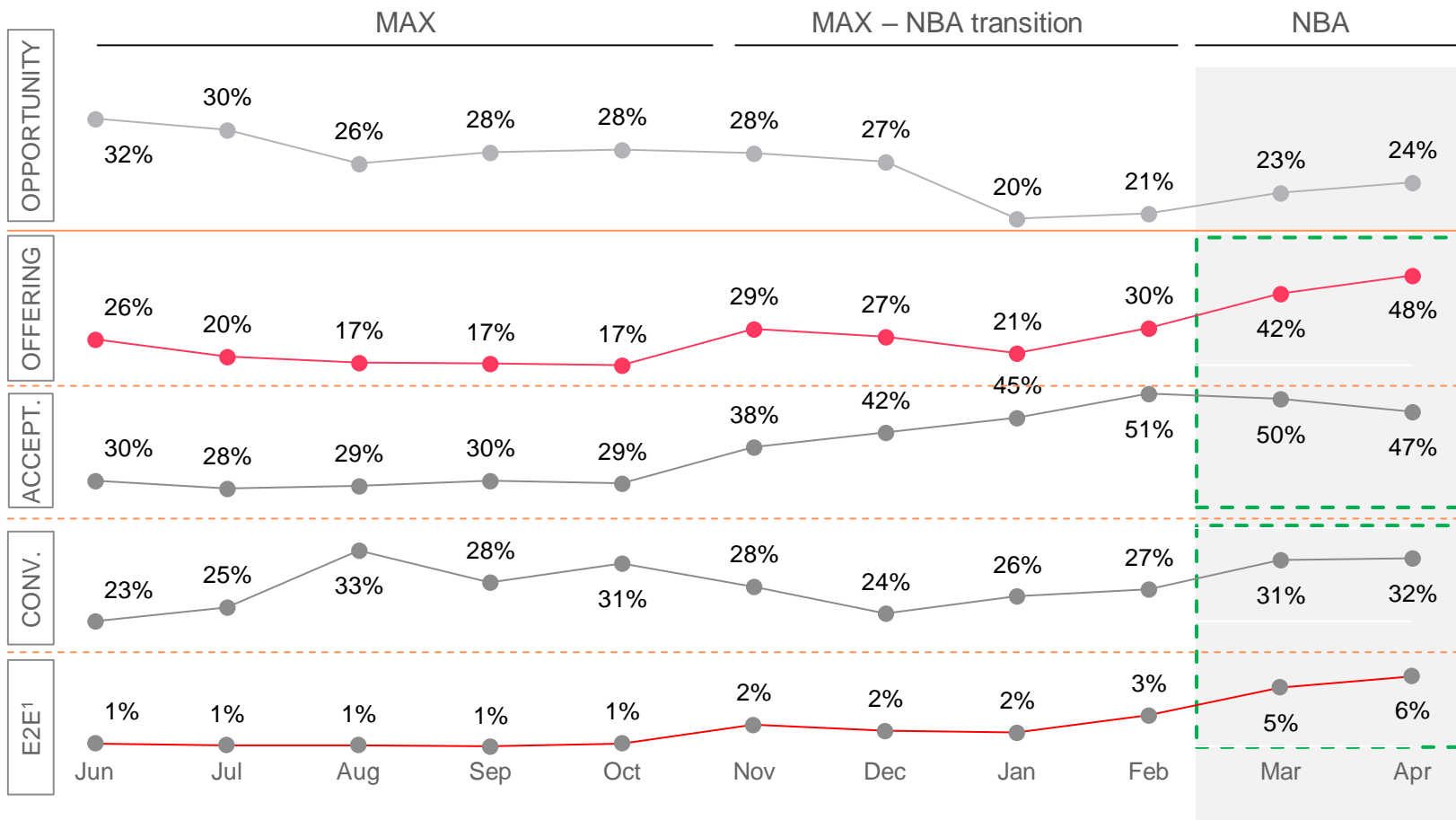
| +16% technician upsell

| +9% point improvement in retention

OUR RESULTS



Pega Community Forum | Convincing results in Spain



Before agent

Touching **less customers** than before in Upselling, because we are able to **choose them better** and we are **suiting the propositions** to the customers

Customer Care

Pega provides a **customized product selection** which **increases agent's confidence** which in turn increases the offering ratio and the acceptance ratio generating a virtuous circle

Commercial Ops

The **improved quality of leads** (due to personalization) increases the **conversion rate** and therefore contributes to improve the **end-to-end** conversion ratio

1. E2E = % offering x % acceptance x (1-% leads) x % conversion, % of leads not shown in the slide as not impacted by PEGA



Sales: Leads



Services: Usage



Sales: Upsell



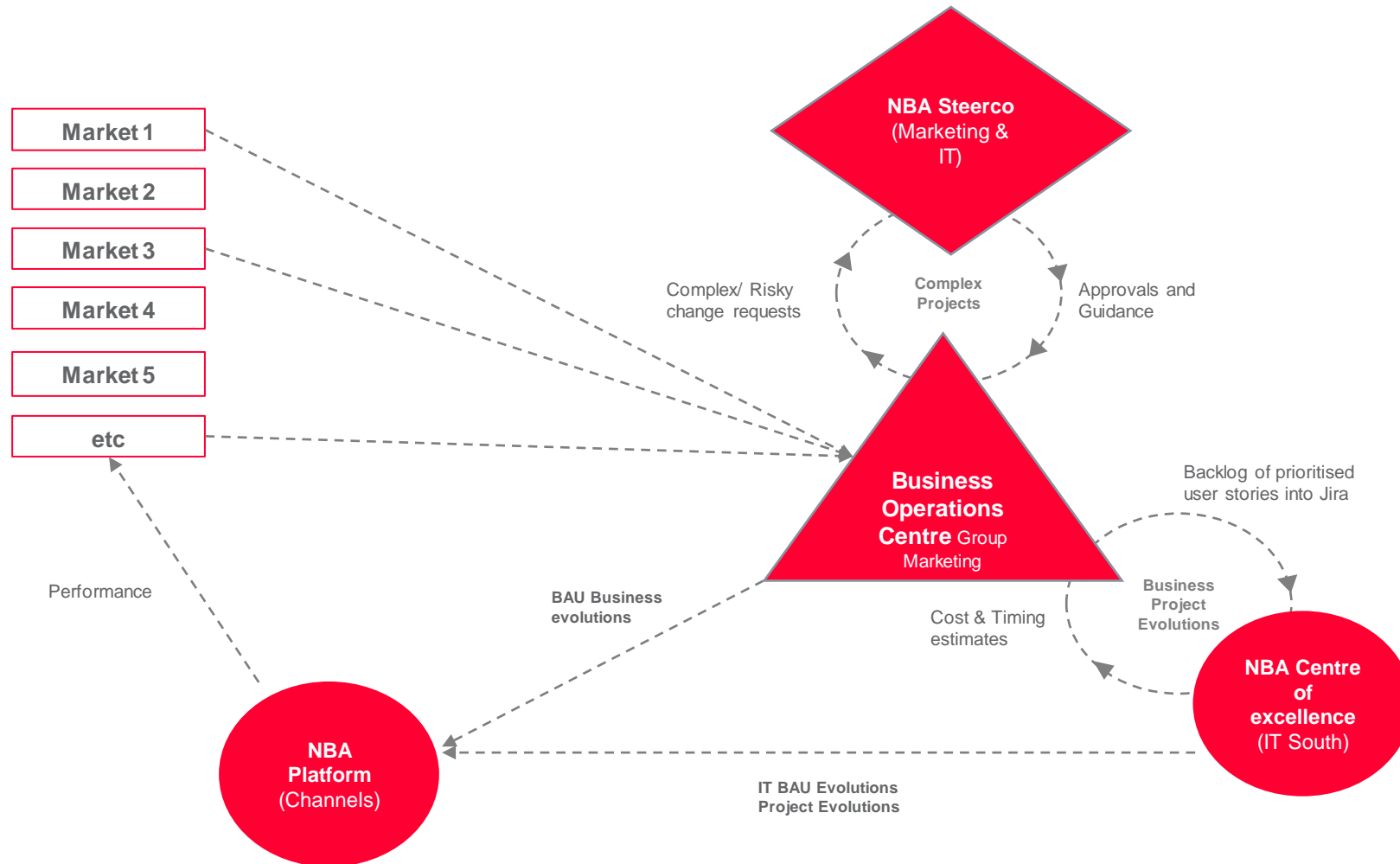
Services: Product Support



Services: Loyalty



Pega Community Forum | New way of working internally with NBA



What have we learned?

| Keep it simple and prove the concept



What have we learned?

| Preparation, preparation, preparation

| Education, education, education

| Done is better than perfect

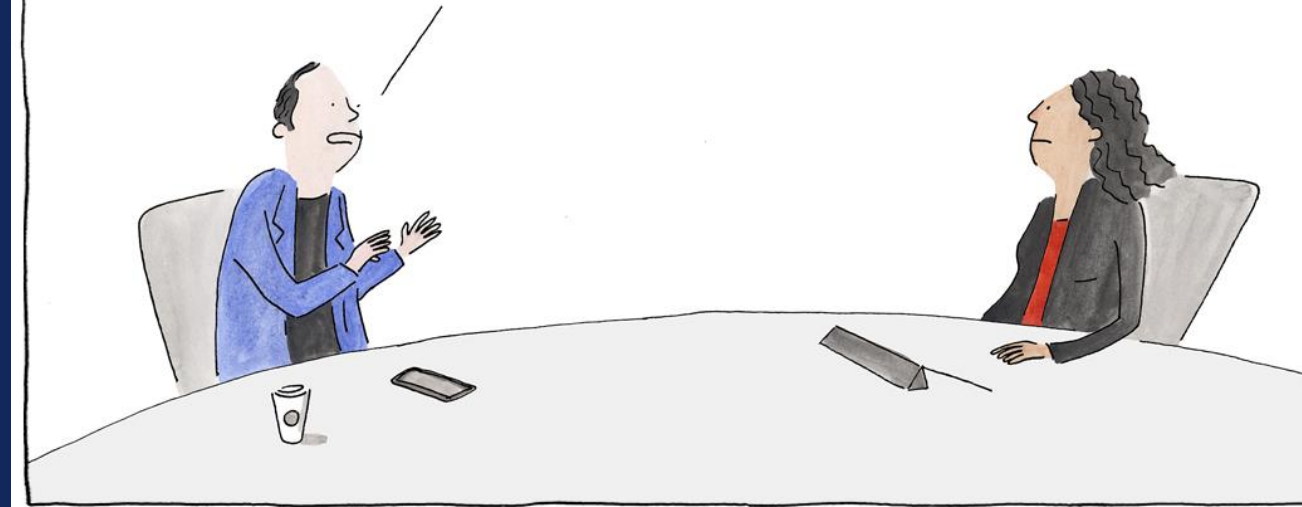
| Hearts and minds



WHATS NEXT?

- | More Countries
- | More Treatments
- | More channels
- | More learning

CONSUMERS WANT COMMUNICATION THAT IS **HUMAN, EMPATHETIC, AND REAL.** SO HOPEFULLY OUR AI CAN LEARN TO GENERATE CONTENT LIKE THAT FOR THEM.





QUESTIONS?

