Pega Next-Best-Action Designer

Design, monitor, and control your next-best-action strategies from a single interface

Pega Next-Best-Action Designer empowers clients to create, configure, and activate their one-to-one engagement strategies from a single interface in the Pega Customer Decision HubTM. Next-Best-Action Designer removes the complexity often found in creating and deploying advanced customer decisioning strategies – helping organizations generate value faster, with less risk. It's complete with our step-by-step guidance that is rooted in 10+ years of proven best practices. Next-Best-Action Designer will help you:

Decrease time-to-value with fool-proof configuration

Next-Best-Action Designer's wizard-based approach puts users on the fast track to success, with proven best practices and guardrails baked directly into the software. This helps users avoid common mistakes like focusing on segmentation; using different strategies for inbound, outbound, and paid; or substituting hard and fast business rules for propensity-driven next best actions.

Engage customers one-to-one with a Center-out business architecture

You don't need to embed your decision logic into each channel or even product-specific, back-end systems with Next-Best-Action Designer. You can configure all of your outcomes, experiences, and channels once and centrally – across all of your lines of business.

### Optimize performance with advanced engagement policy and AI controls

Next-Best-Action Designer allows business users to easily create and manage everything from volume limits and channel constraints to contact policies, customer eligibility, and suitability rules to the arbitration logic used in each next-best-action decision.

Challenge

Configuring your customer engagement platform is never easy. The average marketing stack has more than 30 components that were never designed to work together, and few (if any) come with practical guidance for implementation, activation, or optimization. Getting started is complex. Skilled resources are scarce. And it takes too long to generate value.

Solution

With Pega Next-Best-Action Designer, you'll use an intuitive configuration wizard to design, monitor, and control your one-to-one strategies from a single interface. Best practices and guardrails are built directly into the software, allowing business users to quickly and easily optimize the customer experience across all channels.
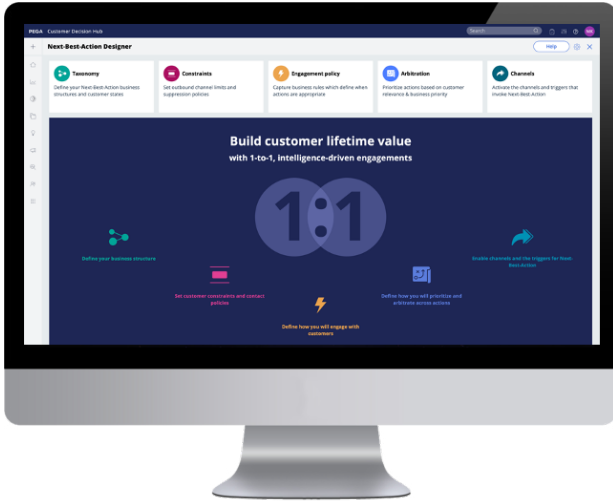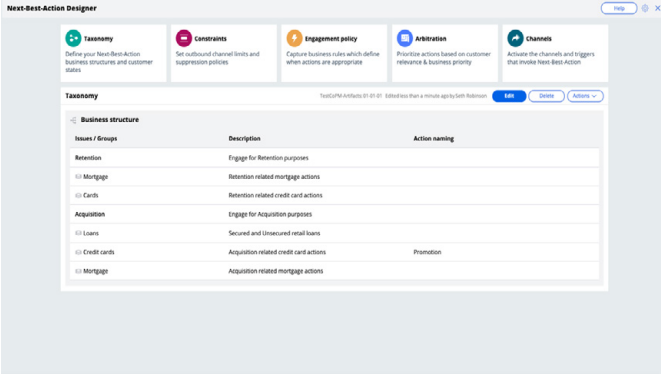
Create, configure, and activate one-to-one engagement strategies with Next-Best-Action Designer.
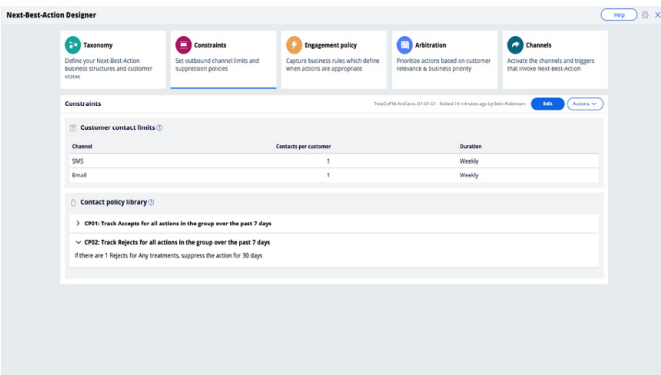
Here's how it works:

Identify the outcomes.

Next-Best-Action Designer lets you define all the outcomes you're trying to influence – like sales, service, retention, and loyalty in one, central location.
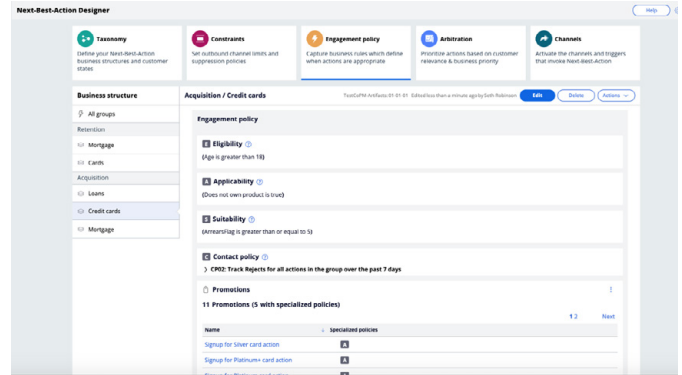

Constrain your cadence.

You'll keep costs and contact frequency under control with rules to govern how often you can contact each customer over a given period of time.


Establish engagement policies.

By setting eligibility, suitability, and applicability rules, you'll maintain control with policies that govern who you can engage, and with what actions.

Arbitrate between actions.

You'll successfully balance customer needs with business objectives during every engagement by defining how the AI ranks and scores all of the available engagement options.
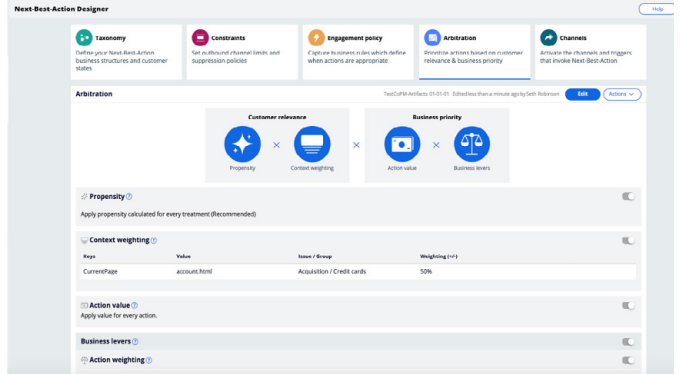
Activate your channels.

Next-Best-Action Designer ensures every experience is seamless and connected. Simply select the channels where the action is appropriate, and tell the software the kind of requests, data streams, and real-time events to listen for.