

# Pega 1:1 Strategy Optimizer Bundle

Optimize next-best-action performance with a single suite of AI-powered solutions

The Pega 1:1 Strategy Optimizer Bundle optimizes next-best-action performance across all actions, channels, and lines of business by:

- **Connecting across silos:**

Unlike other systems that force teams to operate independently with little to no insight into how their changes affect other areas of the business, Pega centralizes optimization across business lines, products, and key performance indicators (KPIs) – so you can fully assess the impact across your entire organization.

- **Responding agilely:**

Trying to optimize campaigns can take weeks – requiring too many people, doing too many things, in too many disconnected systems to meet customers in their moment of need. Instead, Pega provides a single, streamlined process for deploying new next best actions to market quickly, before your window of opportunity closes.

- **Delivering impactful results:**

Rather than delivering basis point improvements around the margins, Pega uses advanced simulations to predict performance across all your KPIs – empowering you to deliver significant improvements from sales to service to retention and more.

## Challenge

Businesses spend a tremendous amount of time, effort, and money trying to optimize campaign performance. However, that process is heavily siloed, lacks agility, and only delivers marginal benefits. Improving the customer experience is often an afterthought, so they get lost in the shuffle – putting a brand's reputation and loyalty at risk.

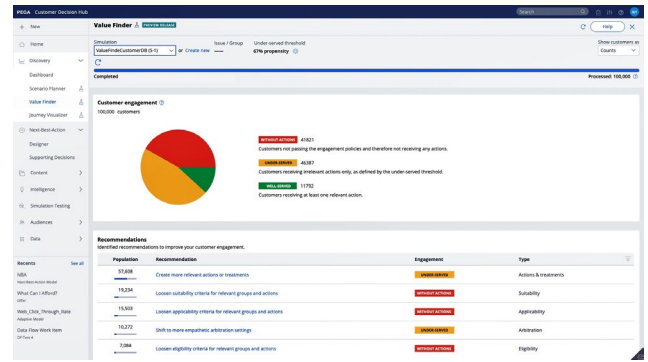
## Solution

The Pega 1:1 Strategy Optimizer Bundle empowers you to centralize your optimization efforts across lines of business, deliver rapid innovation, and drive significant impact to your top and bottom line. Put customers first and maximize their lifetime value – with tools to identify underserved individuals, create empathetic experiences, and explore tradeoffs for every scenario.

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## Identify underserved customers with Value Finder

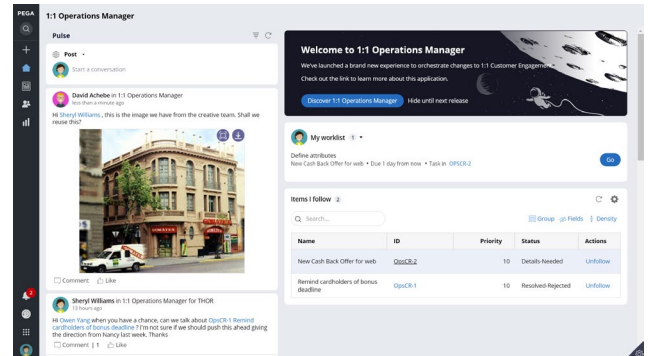
Pega's Value Finder analyzes each next-best-action strategy to identify underserved customers who aren't receiving the kind of high-propensity messages required to keep them engaged and maintain a healthy customer relationship. Value Finder then profiles each underserved group so you can adjust your engagement policies or create new actions and treatments designed to meet their specific needs. It's a win-win. Your customers get a more relevant experience – and you get the opportunity to expand your relationship.



Identify and profile underserved customers to increase empathetic engagement with Value Finder.

## Create new, empathetic experiences with 1:1 Operations Manager

After a need is identified, Pega 1:1 Operations Manager provides a one-stop shop for business users to plan, build, test, and deploy changes to next-best-action strategies – improving your ability to respond to customer needs, competitive threats, or market changes in real time.

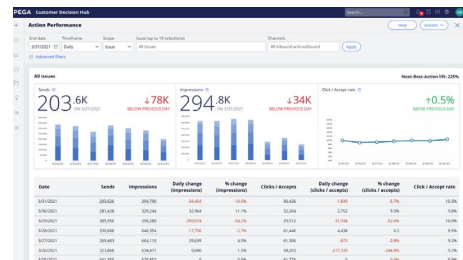


Submit, prioritize, and manage change requests with 1:1 Operations Manager.

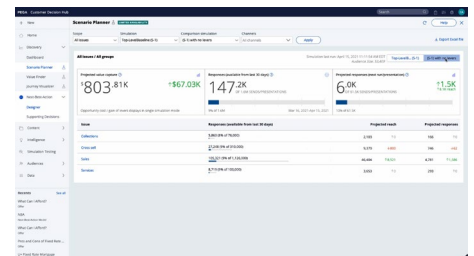
## Optimize performance across programs with Action Performance Tracker and Scenario Planner

Once a change is made, Pega Action Performance Tracker automatically tracks its performance and pro-actively triggers alerts whenever new actions do not receive adequate impressions, or if there is a significant change in an existing action's sends, impressions, or accepts – giving you the visibility you need to understand what's working, what's not, and where additional changes may be needed.

If further changes are required, Pega Scenario Planner gives you the deep insight you need to understand all potential impacts of that business decision – across the organization. It provides an easy way to test various strategies, explore tradeoffs, and optimize value – not just for short-term sales but also for larger concerns like retention, service levels, and profitability.



Proactively monitor next-best-action performance with Action Performance Tracker.



Optimize the performance of next-best-action strategies with Scenario Planner.

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## 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 [pegasystems.com](https://www.pegasystems.com)

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