

Pega Always-on Outbound

Make the shift from cross-channel campaigns to always-on conversations

With Pega Always-on Outbound, you'll deliver relevant, timely, and contextual next best actions with every outbound communication.

Unlike systems that were built to push products to segments, we monitor each individual's context in real time and use machine learning to continuously reassess their needs. Then we proactively trigger personalized messages on their preferred channels – exactly when and where they need them – helping you increase response by 5–6X with the same number of touches.

Use inbound and real-time events to power outbound

The average campaign generates less than a 1% response rate because it doesn't engage customers on their terms. But with Pega you're always on, constantly listening for signals across all channels and only engaging when a customer is in need, so you can be sure you won't waste your touch.

Pivot from selling to serving to retaining in real time

Outbound success requires engaging with empathy. Pega lets you pivot between all possible actions in the moment – not just sales – and select the one that best meets the customer's needs.

Decrease message fatigue – and increase loyalty

Call it what you want: spray and pray, batch and blast, hit and hope. It doesn't matter. When you constantly send irrelevant and impersonal messages your customers will call it annoying. With Pega, you'll ensure your customers never get overexposed because you'll only engage when you can add value.

Challenge

It's tough to make outreach personal when you rely on segments and campaigns. Messages are poorly timed, lack relevance, and too sales-focused. Customers don't see the value so they tune it out – making it harder to hit growth targets over time. Increasing the audience size only compounds fatigue, and micro-segmentation alternatives are cumbersome, error-prone, and quickly become too expensive to scale.

Solution

Pega Always-on Outbound lets you flip the script – triggering proactive, individual outreach only when that person is in need and ready to listen. You'll pivot between selling, serving, and retaining in real time to deliver well-timed, highly impactful messages based on what they need, right now.

Centralize offers and decisions

With Pega, all of your strategies, models, logic, actions (offers), and interaction history are housed in one place. Your outbound channels are fully integrated with inbound and paid, using the same “brain” to calculate customer next best actions as interactions occur.

Continuously monitor the customer profile

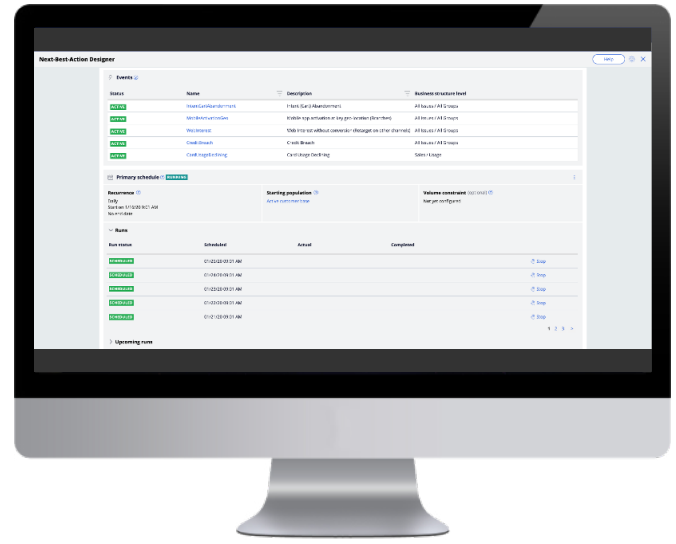
Every time your brand interacts with a customer, the data from that interaction streams into Pega in real time, while the interaction is taking place. That context shows you what’s happening “right now,” and helps you understand each customer’s unique needs and situation.

Identify needs in real time

As you receive data about specific individuals, Pega uses predictive models and adaptive machine learning to calculate propensity scores for each action in real time to determine which messages will resonate the best.

Trigger proactive engagement

With Pega, you’ll wait to communicate with a customer until their propensity crosses a minimum threshold, then the system will automatically trigger a one-to-one, next-best-action message via the individual’s preferred channel – helping you increase revenue, reduce churn, and drive long-term loyalty.



With Pega Always-on Outbound, you’ll use AI-powered decisioning to deliver highly relevant, propensity-driven messages during every outbound interaction. **Learn more at www.pega.com/products/decision-hub/always-on-outbound**