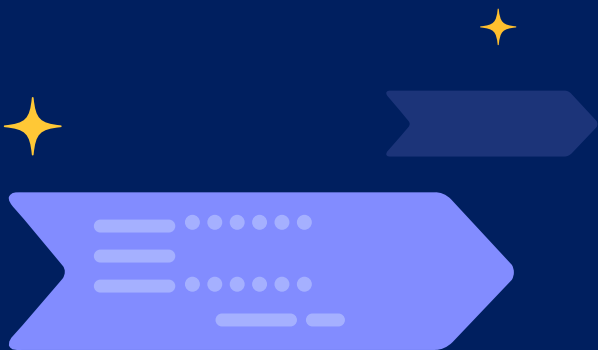




# Arm your agents with AI-powered next best actions

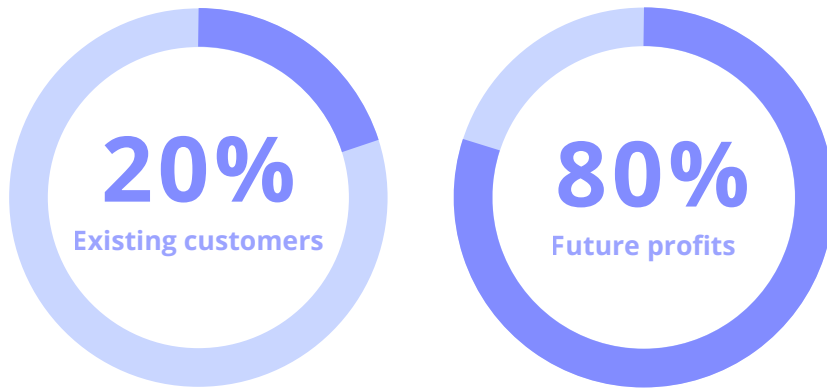
*Improve customer experience and jumpstart conversion*

Delivering seamless, omni-channel experiences is the ultimate goal of marketing and customer engagement practitioners. They aim to build long-term relationships with their clients and increase customer lifetime value. In fact, consumers have now come to expect these kinds of next-gen experiences. Brands must meet them in the channel they're on, at that specific moment in time, with the most relevant content for their needs, at their given point in the customer journey. This is true whether the aim is to serve, acquire, retain, nurture, or cross-sell.



The contact center is a critical point in that buyer's journey. But while a streamlined and connected contact center experience is considered table stakes in today's market, many businesses still struggle to deliver in the moment. They spend significant time and resources building a 360-degree customer view and integrating analytics to predict behavior – but fail to activate those insights and create incremental value for the organization in the form of increased sales, improved retention, loyalty-building, and new cost savings.

Many brands prioritize short-term sales over long-term customer relationships. This occurs when every interaction is a sales touch. They sacrifice customer loyalty and minimize customer lifetime value.

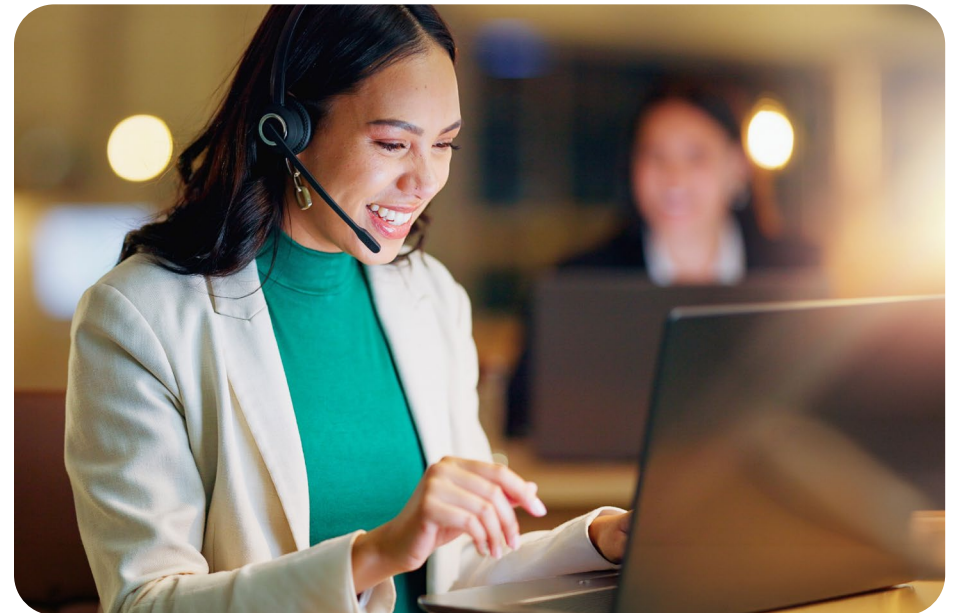


**According to Gartner's Customer Experience Research for 2025-26 cites that 80% of future profits will come from just 20% of existing customers showcasing how loyal customers deliver long term growth.** ✨

## WHY AI-DRIVEN DECISIONING MATTERS

Now Delivering seamless, omni-channel experiences has always been the goal, but the environment has fundamentally changed. Customer engagement teams now operate in an AI-saturated landscape, with predictive models, automation, and digital assistants influencing interactions across every channel.

As AI becomes more autonomous, the challenge is no longer generating insights, but deciding what to do next, in the moment, with confidence and control. Brands must ensure that every action taken on their behalf aligns with business intent, customer context, and brand values. This requires a new approach to decisioning – one that balances real-time intelligence with human oversight.



## CONTACT CENTER CHALLENGES

The primary causes of a clunky contact center experience are lags in insight and a lack of agility, empathy, and confidence. Businesses have massive amounts of data, and it can take minutes, hours, or sometimes even days to curate insights from all that customer behavioral data. By the time they know what to do next, it's already too late – they've missed the opportunity.

Frontline contact center employees often rely on pre-built, static solutions that appeal to large segments of customers. But today's customers expect to be treated as unique individuals with unique needs. Organizations need to be able to personalize these interactions and create relevant solutions for individual client problems. Customers become frustrated if the brand isn't adding value, especially in a moment of need.

And when CSRs don't have reliable scripting and automated guidance from their desktop applications, they rely on their own judgement. But even experienced agents make mistakes, overlook customer cues, and miss upsell and cross-sell opportunities when handling hundreds of interactions in a day, sometimes simultaneously. CSRs also spend a significant portion of time navigating the software, creating and escalating cases, rather than focusing on the needs of the customer. To combat this, organizations need to enable their contact center employees with real-time, next-best-action recommendations best suited to the customer's immediate need.



## PRODUCT HOLDINGS

What does the customer own, versus what would be a new feature?

## PRODUCT SELECTION

How does the agent personalize the bundle to make it more relevant for the customer?

## INCENTIVES

What level of discount is required to boost propensity but still stay within budget?

## OFFER PROPENSITY

Which bundle options is the customer most likely to need and accept?

## COMPARE BUNDLES

How can we compare different bundles side-by-side and help the customer?

## ADVERTISED BUNDLE

Are there benefits to taking the bundle advertised on TV? Does the lower cost make up for missing features?

## PERSONALIZED BUNDLE

How much will this cost me each month, and what kind of personalized discount will I receive, based on my CLV?

## BUNDLE COMPARISON

What are the features, pricing, and benefits of various offers?

# Personalized recommendations, real-time interactions

## CONTINUOUS LEARNING THROUGH EVERY INTERACTION

Every customer interaction becomes a learning opportunity. As agents present recommendations and customers respond, Next Best Action Advisor captures real-world outcomes and feeds them back into the decisioning engine. This creates a continuous learning loop where:



**AI models adapt based on actual customer behavior**



**Recommendations improve over time without manual reprogramming**



**Marketers and CX leaders gain insight into what truly drives value**

The result is not just smarter decisions, but a system that gets better with every conversation. ✨



## DELIVER WITH PEGA'S NEXT BEST ACTION ADVISOR

Optimizing customer experiences means that the buyer is in the driver's seat of their own journey. Pega Next Best Action Advisor delivers personalized next-best-action recommendations for frontline contact center employees to present in real time, while they're interacting live with customers. Those recommendations are constantly redecided throughout the interaction, as clients explain their needs, make requests, respond to offers, negotiate bundles, and show new behaviors.

Next Best Action Advisor combines the power of Agentic AI, real-time re-decisioning, adaptive learning, empathetic next best actions, customer budgeting, and desktop integration to help organizations improve overall customer experiences and enhance capabilities like:

## DESIGNED FOR AI-ENABLED CONTACT CENTERS

Unlike standalone AI copilots or static agent assist tools, Next Best Action Advisor operationalizes decisions across channels using real-time data, adaptive learning, and business policies, ensuring every recommendation is both relevant and responsible.

## PRE-EMPTIVE SERVICE

Predict when a specific customer will likely need service, then recommend a solution to help the agent/customer deflect a high-cost service event before it ever happens.

## RETENTION

Deliver real-time retention recommendations (offers and bundles) into the contact center desktop to help agents save customers when they call in to cancel or detect a churn risk.

## CROSS-SELL/UPSELL

Use real-time decisioning to identify “in-market” customers, then trigger a contextual upsell/ cross-sell offer automatically. Then prompt the agent on exactly when to recommend it.

## ACQUISITION

Offer a guided agent experience that recommends the right mix of products and services for each prospect, based on their behaviors and stated needs. They are much more likely to accept a personalized bundle than a generic one. A customer-centric bundle helps the brand maximize the interaction.

## WORKFLOW MANAGEMENT

Pega’s Agentic AI handles routine tasks like case creation and escalation, freeing agents to focus on complex situations requiring human judgment and empathy.



## Vodafone Greece

– a €1 billion telecom serving millions of customers across mobile, postpaid, and broadband – struggled with siloed campaign management, manual processes taking 3–5 days per execution, single-person dependencies, and fragmented reporting. They needed to shift from mass messaging to real-time, personalized customer engagement.

### THE SOLUTION

Vodafone Greece implemented Pega Customer Decision Hub™ as their central decisioning engine, combining data segmentation, machine learning, and real-time behavioral triggers. A phased rollout expanded across retention, renewals, and broadband, with legacy platforms fully decommissioned. A standout addition, Next Best Action Advisor, equipped call center agents with real-time negotiation tools and budget guardrails for personalized, profitable customer conversations.

### THE RESULTS

Operations moved to 100% automation, cutting time-to-market from 3–5 days to four hours. Vodafone Greece achieved double-digit digital conversion gains, significant NPS improvements, meaningful FTE savings, and ranked among the top three Vodafone markets globally for customer engagement excellence. Decommissioning legacy platforms – including a costly SMS platform – generated substantial cost savings and eliminated external vendor dependencies.

### KEY OUTCOMES

# 4-hour

**time-to-market**  
(down from 3–5 days)

# Top 3

**Vodafone markets globally**

# 2–3X

**improvement in**  
**conversion rates**



Learn more about how Pega can power your customer experience strategy with artificial intelligence:  
[pega.com/ai-decisioning](https://pega.com/ai-decisioning)





## About Pegasystems

Pega provides the leading AI-powered platform for enterprise transformation. The world's most influential organizations trust our technology to reimagine how work gets done by automating workflows, personalizing customer experiences, and modernizing legacy systems. Since 1983, our scalable, flexible architecture has fueled continuous innovation, helping clients accelerate their path to the autonomous enterprise. [pega.com](https://www.pega.com)

