



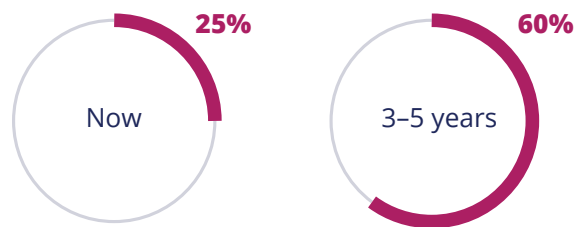
Arm your agents with AI-powered next best actions

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.

Importance of customer lifetime value as a KPI



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, which is set to become one of the most important key performance indicators in marketing over the next 3-5 years.*

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. 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

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 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:

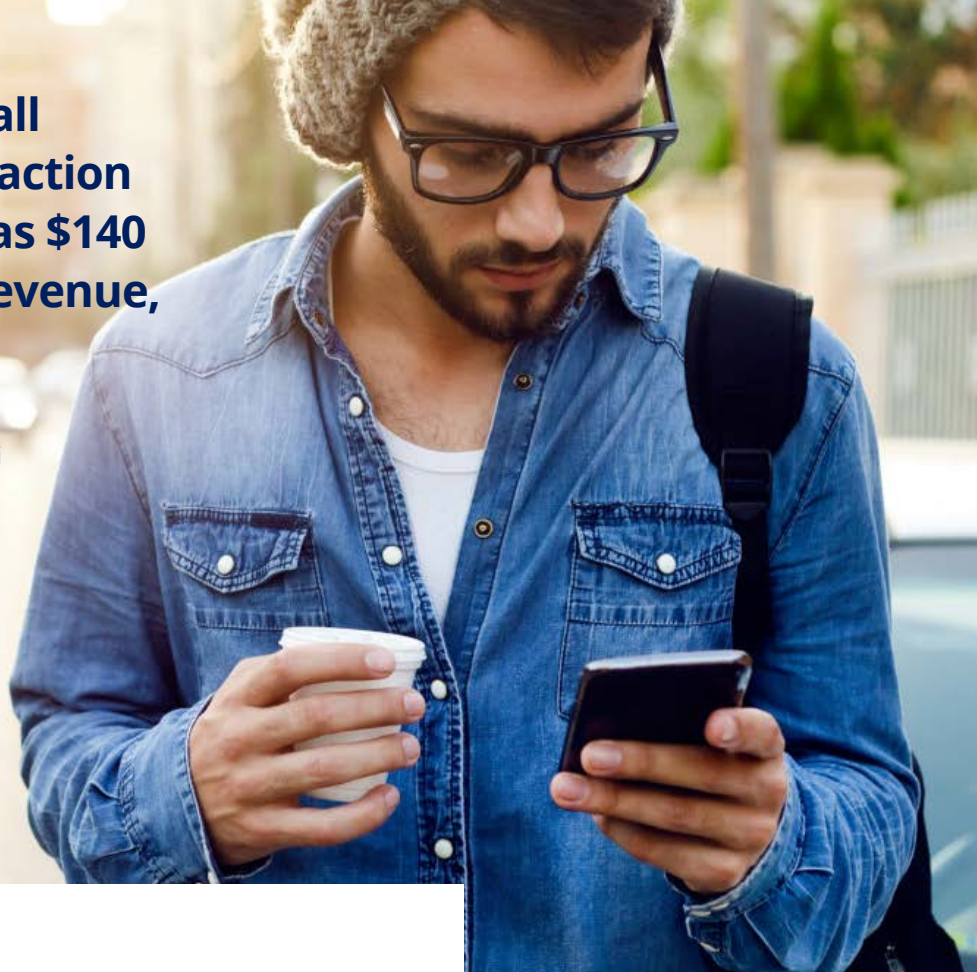
- **Pre-emptive service:** Predict when a specific customer will likely need service, then recommend a solution to help the agent/customer deflect a high-cost service event before it ever happens.
- **Retention:** Deliver real-time retention recommendations (offers and bundles) into the contact center 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 number of products and services sold at the initial sale as well as total revenue from the interaction.



"We've launched in the call center with a next-best-action approach – the result was \$140 million in incremental revenue, in the first year."

– Ricardo Santos

Senior Manager for Customer Retention, Oi



Oi is the market-leading "Quad Play" telecommunications provider in Brazil, supplying over 70 million total customers with combinations of mobile, landline, broadband, and paid television services.

The problem

Oi is in tight competition with three other major providers and is heavily focused on retaining and growing existing customers. High customer churn, high discount levels, and decreasing customer share of wallet were hurting the organization. Oi needed to fix its call center – as agents were having to navigate at least 10 systems and 40 different screens every time they took a call. Plus, they were forced to provide high discounts just to keep customers. Oi needed an intelligent, consistent approach to customer offers. By implementing Pega, Oi saw a huge lift immediately. Together, Oi and Pega are now unifying experiences across web, telesales, in-branch, and the call center.

The solution

Oi implemented the Pega Customer Decision Hub™ to combat high customer churn, rising discount levels, and decreasing customer wallet share. As a result, they were able to realize:

- **\$380 million** in incremental revenue per year
- **11% reduction** in customer churn rates
- **29% reduction** in customer discounts
- **38% increase** in offer-acceptance rates
- **55% increase** in customer service revenue
- **12% increase** in average revenue per user (ARPU)



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