

Capgemini

PEGA

Lookbook



Personalized
customer experiences
Optimized
business value

Customer interactions optimized with AI-powered solutions

During this time of enormous upheaval, employee safety is paramount. The first step is knowing where employees are and whether they are safe. That alone can be a challenge for companies in any industry. To address the issue, Pega recently released its COVID-19 Employee Safety and Business Continuity Tracker, an accelerated employee safety solution that Pega customers can use as-is or modify to fit their specific needs.

In working with our many clients to adapt to today's new business realities, Capgemini has seen this great accelerator at work. One of our aerospace and defense clients decided to take advantage of the offer and, along with Capgemini, implemented it to support its COVID-19 risk-assessment process.

The first phase of the implementation relieved workload pressure for the client's stretched nursing group, who was experiencing a high volume of calls. With the tracker in place, call-center reps are now fielding these calls and creating cases in Pega, allowing nurses to focus on core activities to support employees. A newly created Nurse Dashboard gives nurses visibility to all cases, with an emphasis on confirmed positive and high-risk cases.

- Upon completion of the employee safety solutions implementation, the team built the Enterprise Preparedness Dashboard to allow company leaders to define an exposure mitigation strategy and rapid action plan quickly. The dashboard enables any future action plan to notify global security to turn off facility access badges.
- Trace impacted employee contacts
- Notify triage teams
- Schedule deep cleaning of affected facilities

Between the expertise of Pega and Capgemini, the application only took two weeks to deploy to the client's pilot group. Next, the application will be made available to all employees and will provide them with access to self-report remotely. As the effects of these trying times wane, future enhancements will focus on safely and efficiently bringing impacted employees back to work.

Quick, decisive action and bold leadership are more valuable today than ever. Innovation, process improvement, and resisting the status quo are all key traits that will enable businesses to be successful as we pull through this period of instability. Through it all, know that Capgemini and Pega are here to help.



Contents

Capgemini + Pega = Success.....	1
Customer experience as case studies	
Aerospace and Defense.....	2
Auto Manufacturer.....	4
Satellite Radio Company.....	6
Connectivity Company.....	8
Pharmaceutical Provider.....	10

Capgemini + Pega = Success



Capgemini closely collaborates with Pega to help organizations re-imagine their entire business. The customer success stories that follow highlight just some of the ways we drive better business outcomes for our clients.

We are facing a time of unprecedented disruption. Yet, even in these tumultuous times, customer expectations, business demands, regulatory changes, and new technologies continue challenging organizations to innovate and evolve.

Organizations across industries are being forced to reinvent themselves, and current events have only accelerated the process. Outside the walls of the business, customers, suppliers, and partners are all under the same pressure. Workarounds and creativity have delivered impressive short-term solutions but, to drive growth and scalability, a longer-term, sustainable view is required.

So, what does Capgemini recommend? We encourage every business we work alongside to take immediate, bold action. Future success and market viability require greater agility, flexibility, adaptability, and speed than ever before. Human capital needs to be optimized and freed from low-impact processes. Defining where to start can be as basic as answering the question, "How do I make life easier on my employees?"

Through a combination of Capgemini's experience and the powerful capabilities of the Pega platform, we build that layer of agility. Together, we define balanced portfolios of tactical and strategic improvements that orchestrate customer journeys and overlay

existing legacy investments. Instead of promising "big-bang" multi-year projects, we prescribe a program of iterative improvements phased over 12 to 18 months.

The client stories inside this lookbook capture the heart and soul of this approach. Our Pega team is responsible for exciting client success stories, such as:

- **Managing crisis:** a large defense contractor reacts to COVID through a rapid employee safety and monitoring solution
- **Stabilizing the business:** the world's largest audio entertainment company enables AI-driven retention offers, launches self-service, and optimizes the entire call center

• **Transforming how work is done:** a major communications player redefines its entire customer-service organization as part of a multi-year journey.

We hope you enjoy.

Spencer Lentz
Principal - Digital Customer Experience | AI & Digital Process Automation, Pega
Capgemini North America



Capgemini's onshore Pega delivery center launches robust platform optimizations for one of the world's top aerospace and defense organizations.

THE CHALLENGE

Deliver a thorough Pega Business Process Management (BPM) platform optimization that enables the business to dynamically react to situations and address underlying issues with legacy applications and technologies. Regulatory constraints also stipulated that all resources need to be based onshore in the US.

THE SOLUTION

Capgemini leveraged a multi-year relationship with the client to optimize the Pega platform for the client's needs efficiently.

First, Capgemini stepped in to write new applications utilizing Pega BPM and re-write some aging legacy solutions. The client's financial team received an efficiency boost with a revamped funding request application. This tool streamlines large, complex purchase order-processes and ensures that each PO is reported and visible for optimization auditing.

The team also created a new employee onboarding application. Ramping up new employees is an expensive process given the client's strict regulatory environment, so automating new-hire access to content, training, forms, and anything else they need is a key value driver.

Secondly, Capgemini developed an all-new telecommuting-approval process within Pega, transitioning the client from manual processes and physical forms to an automated, digital application. Given today's tumultuous business

environment with many employees forced to work from home, this project has driven incredible value.

In the spring of 2020, Capgemini rapidly implemented a COVID-19 tracking solution, enabling the client's nursing team to focus on core activities related to the pandemic. Along with redirecting incoming calls to service-desk agents, the Pega tool enables client leadership to track the impact of the pandemic and make decisions in real time. The tool records possible infection environments, identifies resources requiring quarantine and facilities requiring cleaning, and assists with planning for the return to business-as-usual in a safe and efficient manner.

The client utilized Capgemini's Columbia, South Carolina Pega Delivery Center, leveraging cross-functional teams that know Pega inside and out. These specially trained Pega experts are quickly scaled up into the client's projects, and their tight, collaborative working environment drives both production and cost efficiencies in the face of delivery disruption. On top of these new applications, the team also is constantly delivering bug fixes, maintenance, and firm quality assurance.

THE OUTCOME

Capgemini's Pega Delivery Center and differentiated delivery model created immense value for the client. Delivered on time and on budget, this Pega BPM optimization continues to drive results.




The telecommuting application has been especially beneficial, given global events. The client has seen returns many orders of magnitude higher than its spend on the project and employees can quickly pivot to remote work thanks to the tool.

Also, the COVID-19 tracking tool has provided employee visibility, executive risk assessment inputs, and a path for the client to return to normal operations.

THE RESULTS

- ▲ Increased results and value with Pega BPM
- 0 Loss in productivity
- ▼ Reduced employee and operational risk

TECHNOLOGIES LEVERAGED

-  Pega COVID-19 Employee Safety and Business Continuity Tracker
-  Pega BPM
-  Pega 8 Platform features



Capgemini experts built a finely tuned Pega campaign-management solution for an automotive titan.

THE CHALLENGE

Compliance, regulations, and recalls are constant challenges in the automotive industry, especially as legal and regulatory standards are becoming increasingly stringent.

For this client, these processes were managed manually through spreadsheets and Access databases. Previously, this system was adequate, but in today's ever-changing regulatory landscape, these processes were not meeting the needs of the business. For example, recall campaign transactions were not able to be easily audited, creating lengthy reporting delays and wasting valuable time.

The client wanted to reduce its reliance on institutional knowledge and streamline its recall campaigns and customer service to address these situations more efficiently and profitably.

THE SOLUTION

Capgemini and Pega delivered a campaign-management solution finely tuned to the specific needs of the client. Focused on Latin America and Caribbean markets, the solution acted as an extension on existing Pega technology, focusing specifically on recall campaigns. Capgemini executed this foundational build to not just address current issues but create a future-proof, scalable application that would serve the client going forward.

The solution streamlined campaigns and coordinating communications and action items across a wide variety of marketing and customer-service roles, enhancing the overall

recall experience. These teams utilized specially designed functionality that mirrors what the client currently uses in the US. This adds further efficiencies regarding training and enhancing the employee experience.

THE OUTCOME

By deploying a universal campaign system across the US, Latin America, and the Caribbean, the client can now deliver recall campaigns at scale and improve its data accuracy. Through a combination of Capgemini's rich automotive industry experience and its highly-experienced Pega BPM consultants and architects, this proactive project enabled the client to deliver campaigns more quickly and accurately than ever before.

Operational efficiencies and deliverables are greatly enhanced under the new system, keeping customers happy and business flowing. Self-service capabilities enable dealers and vendors to manage the unique aspects of these recall campaigns easily. In all, this solution hasn't just delivered value to the client, but spread it throughout the entire recall supply chain.

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THE RESULTS

Universal Campaign system for recalls

- ▲ Operational efficiency
- ▲ Customer satisfaction

Enable business self-service

TECHNOLOGIES LEVERAGED



Pega Recall



Pega BPM



Pega Situational Layer Cake



Pega Omni-channel capability



Capgemini's Pega experts deliver AI-enhanced capabilities and call-center optimizations for a leading media client.

THE CHALLENGE

The client wanted to enhance customer value by maintaining retention rates and minimizing the need to offer steep discounts. The goal was to maximize monthly expected revenue (MER) by both enhancing customer offer accuracy and reducing churn. Another key goal was driving call-center and customer-service efficiencies through automation.

These challenges were compounded by today's business disruptions, which kept the call-center agents from being physically in the office, resulting in understaffing issues. This caused longer phone wait times for customers calling in to cancel or amend their service.

THE SOLUTION

Capgemini and Pega delivered a Next-Best Offer algorithm to enhance customer save rates while avoiding margin-destroying discounts. The system analyzes customer data and selects the most relevant offer for each customer.

Capgemini also reimagined the client's call-center experience, automating actions based on customer data. By unifying disparate front- and back-end systems, the new program reduces strain on service reps and addresses customer needs quickly and efficiently. The application uses adaptive models to provide call-center agents with the subscription offers that, according to modeling data, customers are most likely to accept.

To help automate these processes while call centers are understaffed, the newly rolled out Integrated Voice Response (IVR) Channel, along with Pega Marketing, was expanded to more customer segments than initially planned. This

allows customers to receive their model-determined retention offers without requiring the call be handled by an agent.

THE OUTCOME

The Next-Best Offer algorithm has been a tremendous success, enhancing customer value while reducing churn, the rate at which customers cancel their service each month. As a result, more customers receive and accept retention offers while on the phone. This means call-center representatives see fewer calls, as the automated system deflects inefficient tasks and allows them to focus on critical customer issues, thus enhancing satisfaction and increasing loyalty. These simplified business strategies and reduced scripting enable quick training of agents in other lines of business (outside of retention) to handle retention calls, while also decreasing average handling time per call.

The new, automated retention system is working. More than 51,000 customers have received an algorithm-approved offer, of which 16,000 have accepted. More than 2,000 customers accept offers through the IVR every day, and call-center agents are able to deal with only extremely high-priority issues.

Capgemini and Pega delivered a Next-Best Offer algorithm to enhance customer save rates while avoiding margin-destroying discounts.

THE RESULTS

More than **51,000** customers have received an algorithm-approved offer

16,000 have accepted offer

Enhanced customer value

Fewer calls to call centers

TECHNOLOGIES LEVERAGED



Pega Next-best-offer



IVR -Voice Response



Pega Marketing



Pega 8 Platform features



Pega Omni-channel capability



Pega Customer Service Solution



Pega Customer Decision Hub



Capgemini's Pega experts deliver an enterprise-wide automation framework to accelerate the transformation of one of the world's largest connectivity companies.

THE CHALLENGE

The client had a wide range of underlying applications, data sources, and systems of record, creating a situation where messaging, products, and key solutions were slow in getting to market. With multiple streams of Pega development ongoing across the organization, the client wanted to bring consistency to its delivery processes.

Looking to optimize demand for new products and services and enhance the customer experience, the client needed to unify its systems and accelerate business processes to deliver value at scale.

THE SOLUTION

Capgemini and Pega partnered with the client to establish a wide-ranging intelligent business process automation (iBPA) framework to drive transformation and speed up time-to-market.

The iBPA platform helped the client realize its vision of enterprise digitization. Running on the client's private cloud and with the ability to scale to address a wide variety of use cases, this solution quickly became the backbone of the company's digital and process automation strategies.

THE OUTCOME

Through its beneficial long-term partnership with Capgemini and Pega, the client has implemented more than 50 projects across various areas of its business.

Central to these efforts, the Pega iBPA platform is now able to support 14 of the client's functional domains, delivering an automation framework that adapts to new use cases without forcing the business to start from scratch.

Inventory management has been a key value driver for this program. The iBPA platform has led to a 15% increase in inventory repairs instead of more costly replacements, and return-material requests have fallen by 10%.

Operationally, user productivity is up 22%, while operating costs are down by as much as 75%, and the client gains 120,000 human-capital hours every quarter thanks to these intelligent-automation initiatives.

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THE RESULTS

The client has implemented more than **50** projects

15% increase in inventory repairs

Return-material requests down **10%**

User productivity is up **22%**

Operating costs down **75%**

TECHNOLOGIES LEVERAGED



Pega iBPA



Pega 8 Platform features



Pega Omni-channel capability



Pega Customer Service Solution



Pega Business Rule Engine



Capgemini's Pega experts deliver a complete suite of Patient Relationship Management (PRM) solutions for one of the world's largest pharmaceutical providers.

THE CHALLENGE

Our client, a global health conglomerate, was looking to reimagine and digitize its approach to Patient Relationship Management (PRM). Its vision was to focus on the patient experience and enhance engagement.

The existing patient-service experience was cumbersome, with agents spending significant time navigating through multiple screens to validate customers, understand why they were calling, and to determine the next-best action. The client recognized the value that process orchestration and automation could bring to the PRM experience and was looking for technology and solution partnerships to bring these visions to life.

THE SOLUTION

Capgemini reviewed the existing ecosystem against best practices for customer and patient experience and drew inspiration from multiple industries. We interviewed a cross-functional set of client stakeholders as well as actual call-center agents, enabling client leadership to better understand the unique nuances of their processes. Architecturally, our approach leveraged a combination of Capgemini and Pega accelerated solutions to streamline an additional 10 to 15% of the overall project effort.

The client serves several diabetic patients; Capgemini and Pega stepped-in to bring individual patient data and the CELS framework to the fore and reinvent diabetic patient support. With out-of-the-box functionality for patient profiling and

on-boarding at the ready, the solution is an easy-to-implement, scalable tool that ensures clean patient data, a smooth on-boarding experience, automated reporting, and full regulatory compliance.

Similar to the diabetes solution, Capgemini and Pega also came together to create a mobile notification campaign system for Dengue fever vaccination. The vaccine must be given in three doses every six months. The client wanted to automate its SMS notification process and enhance operational efficiency. From enrollment through completion, this vaccine reminder solution relies on the Pega PRM platform to send notifications and tightly track case management.

Lastly, the client addressed its manual PRM challenges in Latin America with a complete PRM solution from Capgemini and Pega. Across pharmacovigilance, quality control, and scientific data, the system automates interactions and ensures that stakeholders – doctors, patients, healthcare organizations, etc. – can all access and track data critical to the care they provide. This system is easily scalable and implemented across hundreds of users in multiple geographies.

THE OUTCOME

Across this wide variety of solutions, the client realized its digital transformation and process automation goals. Data recording, regulatory compliance, and the overall patient experience have been enhanced by each of these engagements. The agents raved about the Patient 360 dashboard, the intuitive navigation, and personalized guidance.

These solutions were rapidly implemented with local customizations adapted to country-specific needs. Automated CRM and PRM processes enhance efficiencies and are currently optimizing information reuse, decreasing drug time to market, and streamlining delivery costs and processes.

All in all, these solutions have been deployed across two continents and more than three different languages. More than 200 customer-service representatives are currently using the solutions to support around 100,000 patients around the world. The scalable nature of these solutions ensures that continued optimization and implementation in different geographies will be easy as well.

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RESULTS

Deployed across two continents in more than three languages

200 customer-service representatives support

100,000 patients around the world

TECHNOLOGIES LEVERAGED



Pega PRM





About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of \$18.5 billion.

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People matter, results count.

Note: current conversion is €1 to \$1.09 (4/1/20)

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