

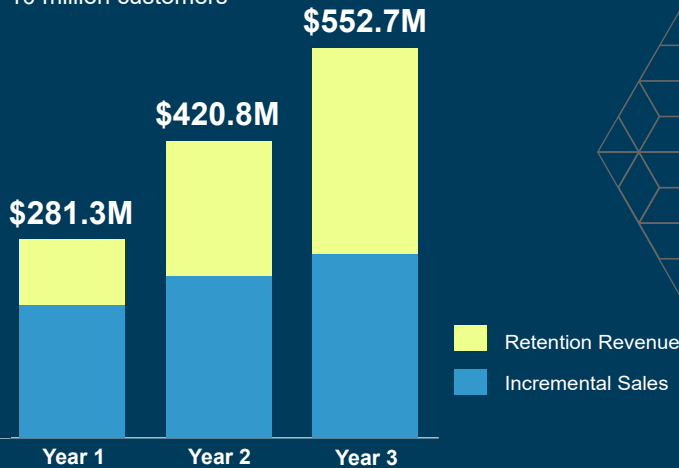
The Total Economic Impact™ Of Pega Customer Decision Hub

FORRESTER®

Through four customer interviews and data aggregation, Forrester concluded that Pega Customer Decision Hub has the following three-year financial impact.

TOTAL REVENUE LIFT

Per 10 million customers



489%
ROI

\$150M
NPV

<6
month
PAYBACK

PEGA CUSTOMER DECISION HUB BY THE NUMBERS



\$677 million
incremental **revenue** growth
from next best experience
over three years

\$578 million
revenue loss avoided due
to improved customer
retention over three years



6 months
implementation and
deployment time

VOICE OF THE CUSTOMER

“This is really not just a technological change within our organization — it comes down to embedding personalization in the DNA of our organization.”

*Head of omnichannel personalization,
Insurance*

“We see Pega as a single brain and single platform integrated into all of our customer channels or customer touchpoints, so that when a customer walks into that channel, it triggers a personalized conversation or personalized recommendation”

*Head of customer decisioning,
Financial services*



Read the
full study

This document is an abridged version of a case study commissioned by Pega titled: The Total Economic Impact Of Pega Customer Decision Hub, February 2020.

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