



Pega's Customer Engagement Platform: The Fast Track to a Superior Digital Experience

A PEGA COMMUNICATIONS
AND MEDIA WHITEPAPER

To quickly deliver frictionless, omni-channel customer engagements, CSPs need a platform that frees them from infrastructure constraints and lets them focus on the customer journey.

Introduction

In today's digital world, customers expect seamless journeys that deliver the products and services they require at exactly the right time and place. Product and service providers across industries are choreographing customer journeys that span digital and physical channels, creating almost effortless experiences to fulfill their brand promises. The result: stronger loyalty and revenue growth through increased customer lifetime value.

Many of these experiences put a decidedly new twist on familiar experiences. For example, both Uber and Lyft have completely changed the experience of personal transportation, using a digital app to orchestrate the process of connecting travellers with drivers. Swiss, the national airline of Switzerland, uses robotic automation to automatically check in qualifying passengers and provides completely self-service check-in for some flights, even for travellers with baggage.

These experiences have become the benchmark by which customers review and rate communications service providers (CSPs). The challenge for CSPs is to compete at the same level by offering a more agile, frictionless, and omni-channel experience than their competitors do.

To succeed, many CSPs need to transform into not only a digital service provider, but also a digital process execution company.

Transform the Customer Journey, not the Infrastructure

When faced with the need to reinvent the customer experience and go digital, many CSPs assume this means consolidating or replacing their legacy stacks of operations support systems (OSS) and business support systems (BSS). However, we've seen many service providers try and fail to complete such a disruptive, time-consuming, and risky program. Studies by McKinsey show that 45% of legacy systems replacement projects fail, and 60% deliver less value than expected. Worse, 17% of these projects end up being catastrophic to the organizations that undertake them.

Would you take a flight on a plane that had a 17% chance of a catastrophic failure?

In our experience, these types of projects take anywhere from two to five years to complete, at a cost of tens of millions of dollars. In some cases, we've seen CSPs start a BSS replacement or consolidation project and then abandon it because it was too costly or involved too much risk to the business.

Instead of rebuilding from scratch, CSPs should be focused on the customer journey itself. That's our specialty. We provide a platform that allows you to engage customers in digital experiences while decoupling from legacy OSS/BSS. The "engagement" platform lets CSPs choreograph effortless customer experiences quickly and efficiently by combining key data and processes from legacy applications with fast and agile omni-channel marketing, sales and service actions.

"In our experience, many technology transformations fail because they do not produce results that the rest of the organization can see until the end of the trip. Too many IT transformations focus on the technology to the exclusion of the customer experience."

[Generating Value While Transforming Legacy Technology, Boston Consulting Group, December 2016](#)

Heart and Lungs vs. Brain and Muscles

To understand this better, let's consider the role of OSS/BSS in the enterprise as being analogous to the heart and lung functions of the human body. In order to stay alive, all of us must breathe in air to oxygenate our blood, which is circulated throughout our bodies to sustain life. We don't have to consciously think about performing this vital activity; our heart and lungs just make it happen.

In order to interact with the world around us, we need to gather data, process information, make decisions, and execute them, consciously using our brain and muscles to make these activities happen.

A company's OSS/BSS should function as our heart and lungs do: It's a fundamental requirement to running the business but should not require conscious effort. Meanwhile, engaging with customers and partners in meaningful experiences is a brain and muscle function that requires analysis of multiple data points in order to determine, often in real-time, the best action to perform next.

Single System of Insight for Seamless Execution

CSPs can't emulate these vital brain and muscle functions with a new OSS/BSS stack. That's why we provide businesses with something they've never had before: an engagement platform with a single system of insight that functions like an "always-on brain," processing information and making decisions accordingly.

This platform is not like the old systems of insight that required sales and support agents to sift through screens of data to figure out what customers really needed. Instead, it pulls data from needed systems and reveals insights at the precise moment they are needed. The result: seamless execution of an intelligent process that is designed with the customer in mind, not dictated by organizational structures or legacy system limitations. The insights are provided by the brain, and the actions are executed by the muscles—like automated actions or straight-through processing.

Here's how we see this platform operating in a customer service scenario. When customers today need to resolve a technical issue with their fixed broadband, they often start with the CSP's website to see if they can find a resolution. They may find some support pages and knowledge-base articles, and they may be prompted to provide information about themselves, their equipment and the issue they're experiencing. Unable to solve the issue, many resort to calling the call center, incurring extra costs for the CSP and further frustration for the customer, as they repeat the information they've already provided.

Our vision is for the customer, device and service information to be automatically provided from the relevant systems of record and delivered for confirmation by the customer, who is then guided through a troubleshooting process to ascertain a probable cause of the issue and given an explicit action to take for resolution.

If the customer still needs assisted service, the call center would have the full context of the customer encounter, enabling the agent to pick up exactly where the customer left off. This would reduce the average handle time (AHT) and improve the customer experience for a satisfying outcome.

Pega's Customer Engagement Platform

This vision, and other seamless experiences at any point of the customer journey, can quickly become a reality with Pega's Customer Engagement Platform.

With our Customer Engagement Platform, CSPs can enable customer-driven flexibility, meet disruptive challenges, and innovate for competitive advantage and profitable growth.

Our Customer Engagement Platform works with legacy OSS/BSS to deliver end-to-end customer journeys across the entire customer lifecycle. Legacy systems are wrapped by the Customer Engagement Platform, effectively shielding support agents and sales representatives from complexity and freeing the business from legacy constraints. CSPs can renew or deprecate older OSS/BSS silos when the time and budget allows rather than having to invest in high-risk OSS/BSS replacement to solve all of tomorrow's problems.

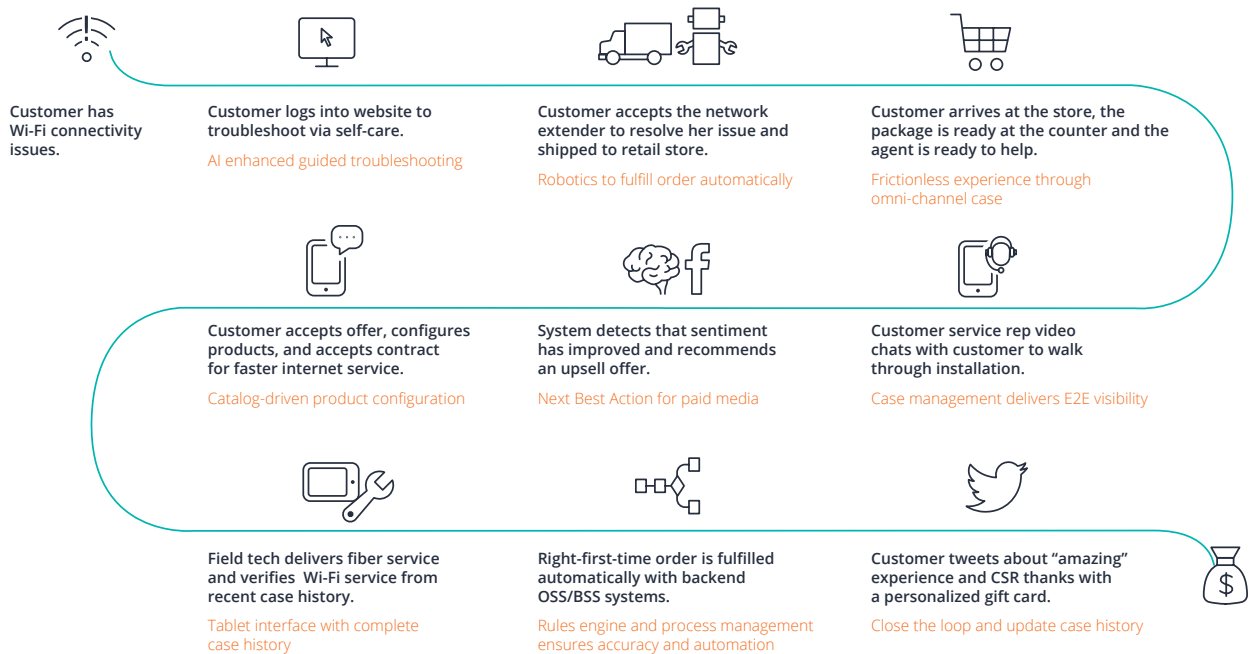
“[With Pega we have] the ability to change and add things really, really quickly without the kind of the overhead and time pressure of having to go and code new things into big BSS or OSS stacks.”

— **David Leather**, COO, BT Plusnet

With the Customer Engagement Platform, CSPs no longer need to rely on training or agent intuition to deliver a superior customer experience. The platform anticipates each customer’s needs based on the specific situation, and intelligently guides support and sales reps through every step of the interaction. Using service and usage history data, combined with customer lifetime value, Pega suggests the most appropriate actions at any time, in all channels.

As a result, customers experience journeys that are personalized, effortless and consistent and that deliver the outcomes they expect. CSPs, meanwhile, can grow their profit margins by giving agents insights into the most relevant, timely recommendations, and they can cut costs by empowering customers with effective self-service capabilities and increasing the efficiency of live agent interactions (see figure below).

A Customer Engagement Platform Journey



Fast Time to Value

CSPs can also quickly realize time-to-value. The Customer Engagement Platform comes with a large number of pre-built customer journeys, across marketing, sales and CPQ, customer service, field service and fulfilment. These journeys were built based on our experience and best practices gathered in the communications industry, as well as many other challenging industries, in projects across the globe.

CSPs can use these journeys straight out of the box or as base templates to configure to their own specific requirements. Either way, our solutions allow CSPs to get started right away, saving months of time building process maps, gathering requirements, and developing data models, logic, and user interfaces.

As a result, CSPs can begin to realize their customer-centric vision in months instead of years, and transform their BSS at a pace that suits them, minimizing costs, and risks.

With Pega, agility becomes the CSP's most powerful tool to win in unpredictable markets amid fast-moving competitors, as they can build once, and then specialize as needed for regions, products, or customers.

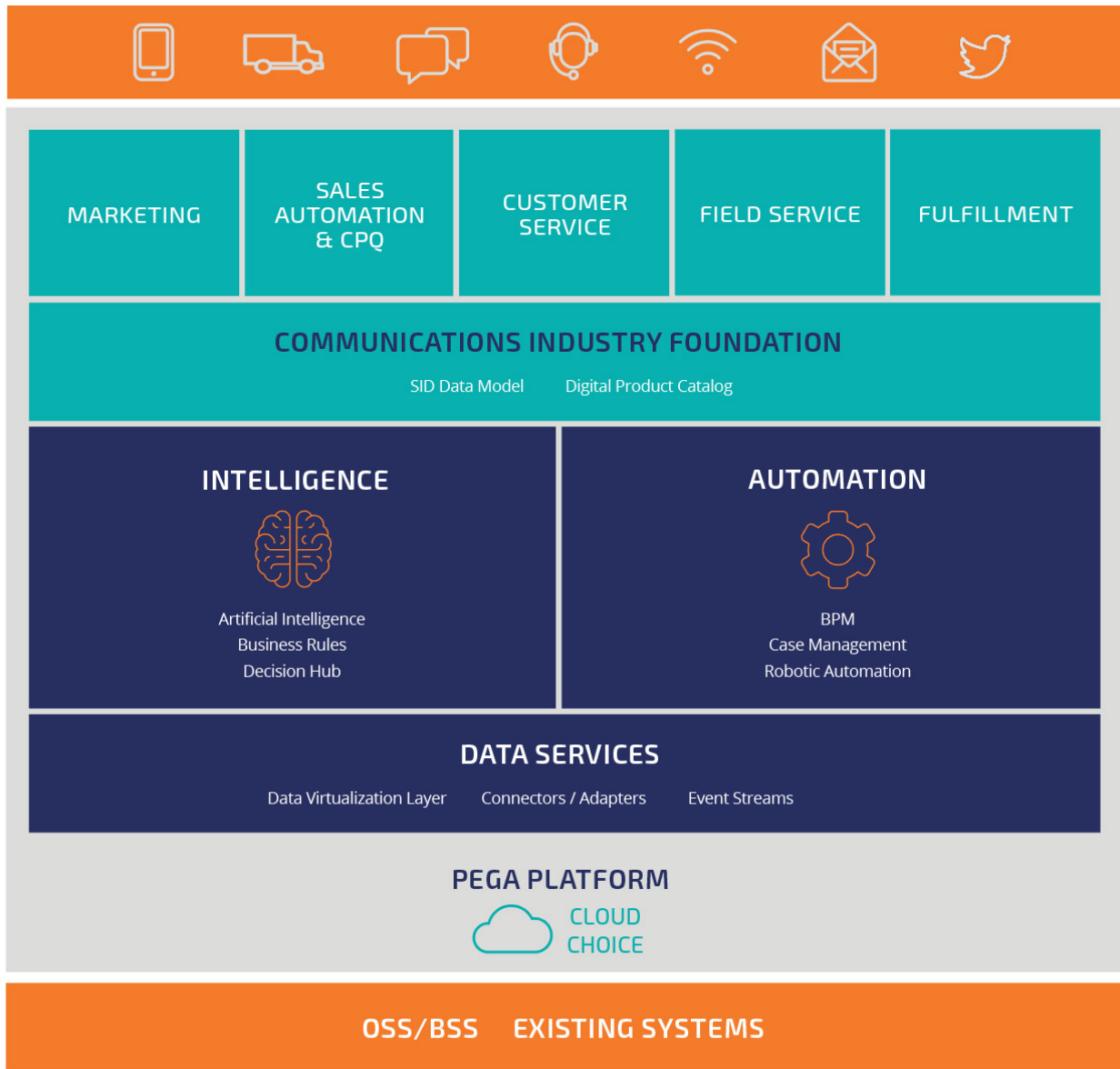
“Pega makes it really easy and seamless, from a plugging-into-existing or new-technology perspective.”

— **Gabrielle Shone**, Associate Director, Campaign Technology, Optus

Using our Customer Engagement Platform, we've seen clients achieve huge savings through 8% decreases in AHT and 25% reductions in unnecessary truck rolls.

Telstra, the leading CSP in Australia, improved customer advocacy by 180% using our Customer Engagement Platform to manage customer service episodes from end-to-end using case management. Further, we worked with U.K. quad-play provider **TalkTalk** to add visibility, personalization, and intelligence to its processes, resulting in a 40% reduction in early life complaints and a 15% reduction in early life calls.

Anatomy of Pega's Customer Engagement Platform



Built on our unified Pega® Platform, the Customer Engagement Platform combines our applications and capabilities to provide the agility CSPs need to make incremental changes and begin realizing measurable benefits quickly.

The Customer Engagement Platform pulls in customer interaction data from wherever it originates—mobile devices, truck rolls, chat sessions, phone calls, social media, or the Web. CSPs can start with any of our industry-specific applications and expand over time, based on their business objectives, whether it's customer acquisition, retention, cross-sell/upsell, customer care, B2B sales or operational effectiveness.

Communications Industry Applications

Pega® Marketing For Communications Reduces churn and increases customer lifetime value	Pega® Sales Automation Drives more revenue and streamlines sales with partner and direct reps	Pega® CPQ for Communications Increases sales with smarter configure, price, quote processes	Pega® Customer Service for Communications Improves customer satisfaction, efficiency and reduces cost-to-serve	Pega® Field Service Streamlines and improves the service experience for employees and customers	Pega® Fulfillment Control Center for Communications Automates operations and improves the order to cash experience
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Click each application for more information.

Key Capabilities of the Customer Engagement Platform

Intelligence: [Our Pega® Customer Decision Hub \(CDH\)](#) provides CSPs with a single system of insight. It offers CSPs highly visual tools to graphically create, simulate, deploy, measure, and optimize real-time decisioning strategies and business rules. Real-time decisioning automatically executes the next best action that aligns with customer-specific interactions and company objectives. With CDH, CSPs can consistently provide customer-centric, high-value engagements that improve every customer experience, boost retention, and achieve higher offer response rates.

Automation: [Our case management and business process management](#) capabilities are all about getting more work done with less effort. Across organizational and system silos, CSPs can easily and quickly deliver optimal outcomes for customers and the business. Our platform brings together people and technology to automate routine work and respond to unexpected events.

With [Pega® Robotic Process Automation \(RPA\)](#), CSPs can automate the mundane, tedious, time-consuming, manual work that hampers productivity and efficiency. [Pega® Robotic Desktop Automation \(RDA\)](#) optimizes the way employees work by simplifying, automating, and integrating technologies and processes on the desktop.

Communications Industry Foundation: Delivers common components shared across our suite of industry-specific applications, such as a digital product catalog and data model. The catalog's easy-to-use interface is designed for marketers and product managers to define offers, bundles, products, pricing, and configuration rules. The data model aligns with the TM Forum Shared Information Data model (SID) Release 16.0.

Integration and Data Virtualization: Pega can integrate with existing systems using configurable connectors (such as SAP and Salesforce), standards-based protocols (like SOAP and REST), and the open Pega API. [Pega Live Data](#) allows CSPs to define the data needed for applications and enables secure access to this data without worrying about where it is stored or how it is accessed.

Pega® Platform

Underlying the Customer Engagement Platform is the [Pega® Platform](#), which allows business and IT to design software together, using ground-breaking visual tools that automatically code the application. Rather than having to develop requirements documents and spec sheets, everything is captured directly in Pega's visual models. Once designed, Pega automatically generates, tunes, and future-proofs the software. As a result, applications built in Pega go live 6.4 times faster than coded apps.

Because Pega's applications are built on a unified platform, they deliver incredible time to value and scalability. Rather than being cobbled together from acquired software companies with different design patterns, Pega's applications are built from the ground up on a unified, enterprise-grade architecture.

“Previously, it would have taken us 16 weeks to bring new development functionality, because that was the standard life cycle. Now we can actually bring new functionality in, in as little as two days.”

— **Andy McKee**, Enterprise IT, Vodafone

Variation-at-Scale, Re-use and Cloud Choice

The Customer Engagement Platform also makes it easy for CSPs to leverage variation-at-scale with Pega's [situational layer cake](#). CSPs can define a business process, experience, user interface, or recommended action once, and then reuse it throughout the enterprise, while also defining variations for business units, channels, products, geographies, and services. Processes can be built once and deployed in any channel to reduce costs and prevent divergent rules and processes.

[Cloud choice, not cloud lock-in](#). CSPs can start development on the Pega Cloud and deploy on-premise, as well as mix and match with different applications with different needs deployed on different clouds. CSPs get the flexibility to build the cloud deployment model that works best for the business, powered by the Amazon Web Services infrastructure and a certified, global operations team. CSPs gain maximum control and connectivity through a cloud they manage and applications that are kept close to existing systems.

Roadmap to Success: Evolution vs. Revolution

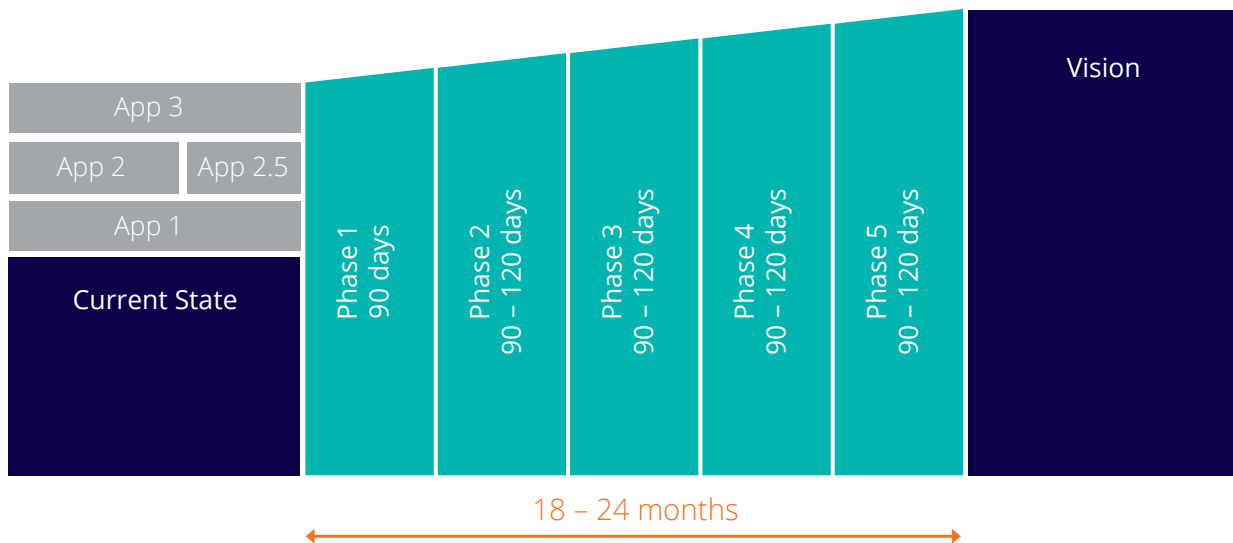
When making the shift to our Customer Engagement Platform, we recommend CSPs take an incremental approach. A good way to start is to identify three to five key customer journeys to work with first, such as a repair journey (technical troubleshooting,) order management fall-out, or retention.

CSPs can then use the Customer Engagement Platform elements that apply to those journeys, such as Pega® Customer Service for Communications and Pega® Customer Decision Hub, to deliver them within an existing infrastructure and user experience. Each transformation phase is time-bound, typically between 90 and 120 days, and delivers measurable business benefits when completed.

Some phases can be delivered in parallel with the next set of customer journeys. This way, more functionality is delivered, allowing CSPs to begin the effortless choreography of processes and interactions that result in successful customer outcomes and achievement of business objectives.

Transformation AND Short Time-to-Value

Each phase of 90 – 120 days duration delivers tangible business benefit and builds the bridge to the vision by building on legacy and previous phases.



Summary and Next Steps

Customers today expect to engage with CSPs seamlessly and effortlessly in their channel of choice. Combined with an intensively competitive environment, this makes it essential for CSPs to develop the capabilities to engage better with customers.

CSPs can transform the customer experience only if they overcome legacy complexities, enable flexible customer journeys, and turn data into insights that seamlessly lead to relevant actions. This requires agility in business and technology, choreography across the customer journey, and superior software that delivers expected outcomes.

The good news is, this is actually the best time to seize this opportunity, because in today's business landscape, what's good for the customer also drives shareholder value. A reinvented customer experience that combines digital self-service, great experiences that drive revenue growth, and hyper-efficient interactions with live care not only makes customers happy; it's also good for the bottom line.

For more information about Pega's Customer Engagement Platform, visit pega.com/engagement-platform

Our Commitment

Pega is the software leader and innovative partner for customer engagement and operational excellence. Our customers include six of the world's top 10 communications and media companies, including Verizon, Vodafone, and Warner Bros. The communications and media team at Pega is comprised of seasoned industry thought-leaders, consultants, and product leaders who have decades of experience delivering intelligent, agile, scalable, applications—on the only truly unified platform to enable breakthrough business outcomes, empower employees, and revolutionize customer experience.



ABOUT PEGASYSTEMS

We are Pegasystems, the leader in software for customer engagement and operational excellence. Our adaptive, cloud-architected software – built on the unified Pega® Platform – empowers people to rapidly deploy, and easily extend and change applications to meet strategic business needs. Over our 30-year history, we've delivered award-winning capabilities in CRM and BPM, powered by advanced artificial intelligence and robotic automation, to help the world's leading brands achieve staggering results.

For more information, please visit us at WWW.PEGA.COM