PEGA®

Ready to crush complexity?

How real digital transformation happens in Communications and Media

Table of contents

Executive Foreword

Customers are struggling to manage budgets through rising interest rates and inflation – so they may need to make tough choices with how they prioritize spending for their services. On the surface, this appears to be a significant challenge for communications service providers (CSPs). On the contrary, it is a unique opportunity to transform into a more empathetic brand, create a superior customer experience, and slash operational costs. And don't forget about the opportunity it presents in creating the growth platforms of the future: 5G, fiber, and new services.

I see transformational leaders focusing on three things: engaging customers in real time that is hyper-personalized and aligned to their values and empathetic to their needs, delivering a seamless As-a-Service experience that's holistic for customers and employees across digital and human channels, and enabling agility everywhere by building on agile platforms with low code that enables work to be automated and flow through organizations seamlessly.

There are six CSP domains that are great places to get started on your transformational journey.

- **One-to-one customer engagement** uses AI-powered decisioning that delivers personalized, empathetic next best actions for cross-sell, acquisition, service, and retention.

- **Order management** enables customers to be onboarded right the first time with limited fallout by managing exceptions proactively.

- **Network operations** enable you to rapidly boost the efficiency and productivity of 5G, fiber, cloud rollout, and operational processes.

- **Customer service** meets customers on their preferred channels by delivering proactive digital self-service for simple requests while enabling guided agent-assisted customer journeys for high-value interactions.

- **Service assurance** reduces time to address service issues and exceptions through AI-powered, guided workflow that delivers an exceptional customer experience.

- **Shared services** optimize your corporate functions such as Procurement, HR, Finance and Device & Equipment Logistics.

The results? Lower costs, higher revenues, happier customers.

Clearly, it is not simple for CSPs to revolutionize the customer experience while cutting costs. CSPs must contend with higher customer expectations, complex products supported by legacy IT, siloed channels, and highly variable human decisions made throughout the customer lifecycle. Oh, did I mention 5G? While 5G poses a new set of challenges, these can also be opportunities for the industry leaders who do grasp them.

Pega is partnering with leading CSPs to significantly improve experiences while driving superior revenue growth and cost savings. Pega's unique low-code platform for AI-powered decisioning and workflow automation is driving phenomenal results, including 40% higher Net Promoter Scores, 300% increase in sales conversion, 14% churn reduction, faster time to market, and greater than 50% improvement in average handling time.

I invite you to read about how Pega is partnering with world-class CSPs in the top CSP domains to seize this inflection point and revolutionize the customer experience.

Please contact me at ken.benner@pega.com to talk further.

Ken Benner
Industry Market Leader – Communications & Media

Introduction

A deluge of products. Tangled systems. Demanding customers. Expansion to 5G. If these challenges sound familiar, Pega can help. Create seamless experiences across channels while keeping costs down. Connect the old to the new, the front office to your team behind the scenes. And make a big, complicated communication service provider (CSP) business simpler and more agile – one journey at a time. That's how real digital transformation happens.

We have organized this booklet to reflect the way our clients think about their transformations and how to drive better outcomes for their customers. Clients focus on these key areas:

Customer engagement

Building one-to-one customer relationships that drive lifetime value.

Order management

Meeting delivery expectations with ease while increasing customer satisfaction.

Network operation

Overcoming deployment challenges associated with 5G and fiber with workflow automation.

Customer service

Erasing gaps in customer service to satisfy customers, agents, and IT teams.

Service assurance

Staying ahead of service interruptions with a low-code approach.

Shared services

Unifying information and processes in one place for a frictionless experience.

Personalize customer engagement

Use AI to drive one-to-one engagements that increase customer lifetime value.

With digital channels and AI going mainstream, traditional customer engagement tactics aren't getting the job done anymore. Messages and offers that are not personalized and perfectly timed fall flat when confronted with the needs of today's customers. How can you break through the noise to drive real value and establish deeper customer connections?

To push past this barrier, CSPs must progress from one-to-many segmentation to a one-to-one customer engagement approach. This includes evolving pricing, service, and product education that empathetically meets customers' changing needs. CSPs must communicate with customers at the right time and meet them where they are, often within seconds of when they want to engage.

Optimize outcomes for the most important customer journeys, including retention, upselling, and acquisition. All of this is possible with an AI-powered decision hub that adds value at every interaction and drives customer lifetime value.

Learn how CSPs around the world are driving meaningful results with Pega's approach and achieving increased revenue from cross-sell and up-sell by over 60% as well as an eight-point increase in Net Promotor Score.

BT makes it all about the customer... no matter what happens

- Following its acquisition of EE, BT needed to integrate processes and data from the two organizations to deliver a superior customer experience

- Implemented a single, real-time decisioning brain across all channels and both brands

- Simplified and streamlined the offer decisioning process for business users, enabling BT to put customer needs at the center of its offer strategies

The business challenge

BT is on a quest to provide brilliant digital and in-person experiences everywhere, at any time. To deliver on this vision, the communications service provider has been investing in the digital space. After BT acquired EE, it needed to connect the dots – not just between channels but also across two different organizations with disparate processes and technology tools.

BT sought to use customer data to make the best decisions. This would require connecting data from multiple sources, including real-time data, previous interaction data, offline data, and propensity and predictive analytics. From there, the company would have to harness the data to provide its customers with seamless, omni-channel experiences.

The solution

BT wanted to provide both agents and users with a simple and streamlined process for making the best customer decisions. With multiple CRM systems, this required integrating all systems to simplify the underlying complexity of the decision-making process.

By implementing a single, real-time decisioning brain to power decisions across BT, EE, and multiple channels, the organization can feel more confident that customers receive the best experiences, no matter which channel they choose to interact through.

Using Pega solutions, BT has also shifted responsibility into the hands of business users to put customer needs at the center of decision-making.

"
Thankfully, we made the right decision and chose Pega for both brands – a single, real-time decisioning brain, powering decisions across the two brands and multiple channels.

Leana Kielkowicz,
Head of Decisioning,
BT

The results

Since originally adopting Pega Marketing for Communications, EE has:

- **Doubled the number of offers presented to customers**

- **Tripled the number of offers accepted**

- **Increased revenue from cross-sell and up-sell by over 60%**

- **Improved Net Promoter Score by 5%**

Since acquiring EE, BT has:

- **Replaced 17+ different versions of a decisioning tool with a single brain that powers decisions across channels**

- **Simplified and streamlined the process of customer interactions, reducing the need to switch between 100+ applications**

- **Empowered business users to engineer their own solutions without relying on IT**

T-Mobile centers the customer experience with next best action

- **Used Pega Customer Decision Hub to bring next best action to customer engagements**

- **Made the customer experience more relevant and personalized**

- **Empowered frontline employees to provide relevant recommendations leading to better customer interactions**

The business challenge

T-Mobile, one of the largest wireless carriers in the U.S., has been putting customers at the heart of everything it does for more than a decade. This goal has become even more important recently, as the communications industry becomes increasingly competitive and the growth of 5G creates an abundance of new opportunities and potential products.

The philosophy of centering the customer experience around their needs in real time allowed T-Mobile to reimagine the call center not as a cost center, but as a profit center. The company wanted to do this in a way that allowed customers to receive what they need exactly when they need it, ultimately driving value for the business.

However, the biggest challenge to achieving this goal with millions of customers was adding relevance and personalization at scale.

The solution

Typically in communications, frontline employees specialize in one specific function – from billing to customer retention and everything in between. In this model, customers are transferred across teams until they're connected with the right expert to solve their problem.

T-Mobile knew that improving customer experience needed to start with reinventing this approach. Instead of transferring callers to multiple specialized reps, T-Mobile created a team of experts who are empowered to solve almost any customer issue from start to finish.

This team of experts is guided by Pega Customer Decision Hub™. Using AI and machine learning, Customer Decision Hub optimizes all the data signals T-Mobile has from its customers and offers the next best action based on each customer's unique needs, preferences, and context.

The results

With next best action, T-Mobile's team of experts is empowered to provide relevant and hyper-personalized recommendations to customers.

So far, the company has seen the following results:

- **8-point increase in Net Promoter Score**

- **Increased customer retention**

- **Improved agent performance**

> "
> *One of my favorite quotes from a customer impacted by next best action said, 'I feel like T-Mobile knows me'. And that is essentially what we want. We want to know them. We want it to be relevant.*

Marty Hicks,
VP Consumer Strategy & Planning, Consumer Group, T-Mobile

verizon✓

Verizon builds B2B-grade customer engagement platform with Pega's AI decisioning

- **Enhanced sales processes to meet the needs of large accounts and small- to medium-sized businesses**

- **Partnered with Pega to build one of the first B2B-grade customer engagement engines**

- **Improved win rates and average handling times**

The business challenge

Verizon is the largest global provider of connectivity and enterprise solutions with a workforce of over 22,000 employees worldwide and annual revenue of more than $31 billion. The B2B world presents unique challenges that make companies' needs, products, and solutions complex.

At Verizon, the sales process was traditionally not standardized and could vary from a six-month, account-based marketing cycle to real-time transactional sales for small business customers.

One of the company's guiding principles is meeting customers where they want to do business, creating solutions instead of offering products, and being the partner of choice on and above the network.

To meet this challenge, Verizon set out to build one of the first B2B-grade customer engagement engines.

The solution

Partnering with Pega, Verizon developed a customer engagement platform capable of bringing sales velocity to the front lines, by using AI-powered guided selling and elevating the customer experience across digital and assisted interactions.

The team developed a single next-best X (NBX) engine across five lines of business, integrated with more than 200 products and offers.

The project's implementation was broken down into the following three aspects:

Decisioning as-a-Service: Verizon took a customer journey approach while designing the solution, avoiding focusing on singular interactions. The company built a dynamic proposition framework that can power the entire journey from the same Pega Platform code.

Native experiences: For the solution to be effective, it needed to flow seamlessly into and across the tools and systems front-line workers and customers already used.

Real-time marketing and sales insights: Verizon combined the power of its customer data platform and real-time decisioning to build a B2B real-time marketing platform.

The results
So far, Verizon has seen the following results:

- **2X improvement on attach rate for value-added services**

- **15% improvement in win rate**

- **41% adoption in customer loyalty programs**

- **10–20% improvement in handling time reduction**

> *"*
> *There are so many moments during a buyer's journey where decisioning can be introduced and applied in unique and different ways. We built a dynamic proposition framework that can power this entire journey from the same Pega Platform.*

Nitin Ahuja,
Director, Marketing Technology

vodafone

Vodafone makes the shift to always-on customer engagement

- Vodafone wanted to deliver personalized responses and meaningful content during every customer interaction, on every channel, in real time

- Pega helped the company integrate its inbound and outbound channels, monitor customer events in real time, and deliver personalized responses

- With always-on customer engagement, Vodafone has increased average revenue per user, boosted profits, and dramatically improved offer acceptance

The business challenge

Telecom customers increasingly take a non-linear, cross-channel, digital-first approach to making purchase decisions.

Vodafone's previous technology systems for outbound marketing, however, made it difficult to combine inbound and outbound marketing or engage on a one-to-one basis. The company also used audience-based segmentation with limited context.

As a result, it struggled to meet customer demands. Vodafone's vision was to adopt an always-on engagement model, delivering personalized and meaningful content during every interaction, on every channel, in real time.

Its mission was to drive revenue, increase loyalty, boost relevance, and deliver on its brand promise by enabling its businesses in diverse European markets – as well as less mature markets in EMEA and APAC – to fully participate in the new digital paradigm.

The solution

To lead with always-on marketing, Vodafone needed to provide the latest tools and capabilities to its customers and customer-facing teams.

With Pega Customer Decision Hub™, Vodafone has been able to integrate its inbound and outbound channels, including call centers, retail stores, web and mobile, interactive voice response, and the campaign management program.

The company uses Pega to monitor customer events in real time, determine which of these events require action, and personalize and deliver responses accordingly. All of this ultimately enables Vodafone to deliver personalized responses.

The results

During its time as a Pega client, Vodafone has seen dramatic performance gains, including:

- **£1 increase in average revenue per customer, per month**
- **£100M-plus incremental profit, annually**
- **5% increase in customer retention**

- **300% increase in offer acceptance**
- **40% revenue growth**
- **20% improvement in Net Promoter Score**

> "
> *Always-on marketing, powered by the Pega Customer Decision Hub, is the key enabler for Vodafone, enabling Vodafone UK strategy to become truly customer-centric, filling the promise to our customers that Vodafone gives you the best service and experience."*
>
> **Russell Welton,**
> Always-on Marketing Design Authority, Vodafone UK

Achieve quick order management

Make your order management fast and customer-friendly with intelligent automation.

Siloed systems and manual tools and processes make it difficult to meet customer delivery expectations – a key driver of experience and satisfaction. Legacy order management processes can lead to higher service costs and failed delivery expectations meaning poor customer experiences and low Net Promoter Scores.

With intelligent automation and robotics, CSPs can orchestrate and automate orders by connecting front and back offices, partners, and customers across channels – optimizing operations and boosting customer retention.

By implementing an omni-channel approach, CSPs and high-tech businesses can expect 0% fallout of orders and a 40% reduction in cycle times.

orange ™ **Business Services**

At Orange, order management is now fast and customer-friendly

- **Using Pega's low-code platform for workflow automation, Orange improved customer communication by 30% and decreased fallout tasks by 50%**

- **The global B2B telecom provider relied on Pega to provide intelligent routing, automatic provisioning, and dynamic case management**

- **The system has vastly improved customer communication and delivery times while reducing rework and fallout tasks**

The business challenge

For Orange Business Services, the process of delivering enterprise services is inherently dynamic and complex, requiring many workgroups, partners, and skills.

Orange wanted to streamline the order-to-implementation process, but it faced three business challenges: obsolete IT tools, poor business processes, and the inability to quickly adapt to change.

IT systems were unable to manage workloads or provide timely information, resulting in long delays in service and product delivery. For example, if an engineer received a job the day before going on vacation, the entire delivery would be delayed for weeks without any visibility, reassignment, or escalation. The IT systems also could not easily adapt to changing business and customer demands. The result: unhappy customers and slow time to market.

The solution

Orange turned to Pega to implement a service provisioning system that streamlines order management and automates the provisioning of its telecom services. Pega also helped them to consolidate six antiquated provisioning systems into one, drastically reducing maintenance costs.

With the new system's intelligent routing and work automation capabilities, work is now routed to the most appropriate skilled worker 100% of the time, and rework has been cut in half. Using Pega Intelligent Automation, Orange improved customer communication by 30% and decreased fallout tasks by 50%.

The results

- **30% improvement in customer communication**
- **30% improvement in delivery times**
- **50% reduction in fallout tasks**
- **100% assurance that work is done by the right person**
- **50% reduction in rework**
- **Six applications reduced to one**

"
We want Pega to bring us what's best in the world for process management technology and allow us to capitalize on the best practices around the world.

Laurent Herr,
VP Operation Support Systems,
Orange Business Services

vodafone business

Vodafone Business dials up the speed on global order management

- Vodafone Business needed to transform its cumbersome and manual ordering process into a controlled, structured, and streamlined experience

- Working with Pega, the company implemented a single order management platform for multiple global markets

- The system has reduced cycle time, eliminated errors, and empowered users to add new markets themselves

The business challenge

Vodafone Business delivers highly complex and bespoke orders to the world's largest multinational companies in more than 70 markets. While these enterprise orders can be complex and long running, the B2B revenues and profits are critical to achieving return on investment on Vodafone's network assets.

Fulfilling these orders was becoming increasingly challenging, however, as the company struggled with cumbersome processes and the use of spreadsheets and other manual tools to validate and process orders. The result: long order cycle times and a high level of order failure and fallout.

The solution

By automating its global ordering process, Pega helped Vodafone Business reduce end-to-end cycle time by 40%, synchronize delivery, and completely eliminate order fallout without human intervention.

The solution puts Vodafone fully in control of order creation and delivery. The single order management platform can be used in multiple markets. To add a new market to the delivery footprint, users simply choose the elements of the solution they need. This gives business users control over product configuration while managing delivery in a controlled and structured way.

Usability was an important aspect of the solution. With Pega's low-code platform for AI-powered decisioning and workflow automation, users don't need extensive experience to quickly develop new applications or make changes to existing ones.

The results

- **40% reduction in end-to-end cycle time for change orders**

- **0% order fallout**

- **Reusability in extending to new markets and products**

- **Fast development of new applications and changes using Pega's low-code capability**

"What was a selling point for us was the dynamism to be able to take the solution to the extension points and onboard markets and products in a much more efficient way.

Marco Valdivia,
IT Build Domain Leader,
Vodafone Business

Streamline network operation with intelligent automation

Use AI-powered decisioning and workflow automation to meet network needs.

Using manual network planning processes and tools for high-speed 5G and fiber networks can mean slow deployment and high costs. By automating workflows and eliminating manual touchpoints, you can ensure on-time delivery, keep costs low, and maximize margins.

Digital innovation is critical to meeting demands for increased network capacity, efficiently deploying new fiber and 5G networks, streamlining order fulfillment, and ensuring you maintain quality service. That's where intelligent automation comes into play. Use powerful solutions – like robotics, end-to-end automation, and artificial intelligence – to streamline and digitize complex operations, all while keeping margins high and bringing real value to customers, fast.

Deliver end-to-end journeys and accelerate the number of customers connected by fiber and mobile coverage. CSPs can achieve a ten-fold reduction in cycle time by meeting global network needs by automating at scale by partnering with Pega.

Google

How does Google continuously meet global network needs? Workflow automation at scale.

- **Google needs to ensure reliability and uptime across its vast and complex global network**

- **Implemented end-to-end automation and management across multiple delivery functions and streamlined deployment activities by using Pega and Google Cloud**

- **Enabled seamless scalability and advanced system interactions across complex delivery functions**

The business challenge

At Google, it's essential to provide network capacity on-time to ensure customers always have the access they need to business-critical applications and services. The network operations team at Google combines software and systems engineering to build and run large-scale, distributed systems on a $30 billion network.

When building and maintaining its high-capacity global network, Google needed its critical and externally visible systems to meet a high standard of reliability and uptime, deliver a fast rate of improvement, and enable continuous monitoring of capacity and performance.

The solution

Pega helped Google automate and manage processes across multiple delivery functions and integrate with key vendors to streamline deployment activities.

With Pega and Google Cloud, the tech giant radically improved the end-to-end lifecycle of transactional work. It modernized cross-team trouble ticket management and drove analytics for service level and installation management for large global projects.

By managing business rules, Pega helps get the right resources to the right place at the right time across vendors. Google can focus its attention on production elements as the solution handles access to facilities and third-party asset management via a single interface. The solution also enables seamless scalability and advanced system interactions across complex delivery functions.

The results

- **Minimized tooling (network monitoring, etc.) using an orchestration layer that interacts with tools**

- **Used automation to turn project managers into "exception managers"**

- **Cut cycle time from 180 days to 30 days**

- **Reduced network outages through improved workflow management**

- **Enabled quick development of workflows**

"
Pega understands the business rules across thousands of locations and our vendor mix, determines the resources and schedules, and informs our production systems that bring the network online.

James Stavropoulos,
Global Lead - Network Deployment Operations, Google

Improve customer service

Provide frictionless digital customer service with intelligent automation.

Customer service is becoming overwhelmed with complexity and gaps in service. Both customer service agents and customers expect an omni-channel experience that shows only the data required on a journey to deliver a meaningful outcome. Inconsistent customer experiences, gaps in fulfilling promises, and difficulties with legacy stacks can hurt your NPS and your bottom line.

Simplify your customer service by reducing effort, accelerating time to resolution, and improving satisfaction and retention. Pega automates service resolutions so that CSPs can deliver a great customer experience, improve agent satisfaction, and help IT teams achieve greater agility.

telenet

Telenet delivers true customer intimacy with Pega

- **Implemented a single centralized platform, called the Digital Agility Layer, capable of delivering hyper-personalized customer experiences**

- **Increased conversion rates across inbound, outbound, and retail channels**

- **Reduced average handling time by 20 seconds**

The business challenge

Telenet, the leading fixed line and entertainment provider in Belgium, embarked on an ambitious transformation program called Darwin to update and integrate a number of acquired companies into a single, consolidated, but differentiated telecommunication provider. It began by integrating its IT landscape with that of BASE, a brand Telenet acquired in 2017. Having multiple redundant systems across the various brands acquired, Telenet needed to improve agility, lower the total cost of ownership (TCO) of maintaining redundant systems, and improve operational effectiveness.

Telenet needed to build a single customer experience layer to hyper-personalize its customer journeys as a key differentiator to drive subscriber growth from its existing cable customer base. Telenet envisioned a nimble, centralized platform that would enable the business to rapidly build new customer journeys, applications, and products by removing the IT complexity that could slow down time to market.

The solution

Telenet conducted a feasibility study to investigate the best-of-breed solutions in the market and determined only Pega could provide the capabilities it needed to build its centralized platform, the Digital Agility Layer, amongst its legacy and target OSS/BSS systems.

The three fundamental capabilities that Telenet needed to address to deliver the Digital Agility Layer included:

A single one-to-one decisioning AI brain (Pega Customer Decision Hub™) to continually engage customers in their moment of need with meaningful and personalized actions. These next best actions include commercial offers and service-related actions. To deliver this one-to-one decisioning, a tremendous amount of data from customer touchpoints, channels, and back-end systems are harnessed in real time to provide a hyper-personalized customer experience.

API-driven integration with front-end channels and back-end IT systems (Pega Customer Service) to allow the AI brain to interact with both front-end channels (like customer touch points) and back-end channels. With Pega, standardized APIs facilitate easy integration of data sources, which is key to reducing IT overhead every time a new application or journey is built.

Product catalog centralization and simplification via a single catalog for static master data related to product definition and complex back-end provisioning rules. The catalog also exposes dynamic eligibility rules that define the selling and usage relationships of the defined products.

> "
> *By transforming towards a segment-of-one approach, we aim at protecting and maximizing value along the customer lifetime.*
>
> **Miranda Rombouts,**
> VP Customer and Corporate Applications, Telenet

The results

- **Increased sales conversion rates across inbound (+6%), outbound (+14%), and retail (+23%) channels**

- **Reduced average handling time by 20 seconds**

- **Delivered a simplified omni-channel experience with visibility, control, and optimization of Telenet's customer journeys**

- **Created a unified platform that is easy to maintain and upgrade, reducing overall BSS TCO**

- **Simplified and dramatically reduced investment in core IT systems – sweat legacy systems to provide core telco IT capabilities**

UPC lowers costs and achieves faster resolutions with digital-first customer service

- **Consolidated relevant customer information into one accessible view**

- **Reduced internal costs and average handling time by implementing digital-first customer journeys**

- **Transformed customer and agent experiences by simplifying processes, products, and ways of working**

The business challenge

UPC is one of Switzerland's largest cable providers at more than one million customers and an annual revenue of $1.3 billion. It is launching a full digital transformation effort to achieve its goal of providing best-in-class customer experiences today and in the future.

For example, when UPC began examining customer journeys, the company found that customer move requests made up a large portion of its volume. Customers were required to call into the contact center to initiate their request, while agents managed 100+ variations of move request processes that depended on various parameters and customer needs. To provide a seamless experience, UPC is focused on a more operationally efficient way of simplifying agent and customer processes across channels.

The solution

UPC transformed its entire core business by redesigning the customer journey, the customer experience, and how it touches every customer channel using a digital-first approach that prioritizes the journey before the channel. For example, to replace the 100+ move process variations, UPC introduced a single, digital IMove customer journey that enables customers to fully initiate and resolve move requests online. This process now only takes 10 seconds to complete and has reduced internal costs from $10 per request to nearly $0.

Additionally, with the implementation of Pega as the core CRM platform for UPC's contact center operations, agents now have a unified view of all relevant customer information that appears on a single screen. This has resulted in improved efficiency, cost savings, and overall enhanced customer service.

The results

- **Dropped internal costs from $10 per move request to nearly $0**

- **Introduced and implemented new Pega CRM system in less than six months**

- **Eliminated 79 clicks with new Pega CRM agent desktop**

- **Reduced the average handling time by more than 30 seconds, resulting in lower costs and faster time to resolution**

"
Today, the agent finds all relevant customer information on the first screen. It takes no clicks and only five seconds to understand the customer. As a consequence, we reduced average handling time by more than 30 seconds and the customer gets quicker, better service.

Urs Reinhard,
Chief Digital & Customer Officer, UPC

Provide reliable service assurance

Connect your customers with reliable services through a low-code approach.

Increasing dependency on high-speed connectivity for homes and businesses means that demand for fast diagnosis and resolution of issues is high. It can be difficult to respond when workflows are manual and rely on third-party providers for customer connectivity and diagnostic data.

Digital innovation is critical to meeting demands for increased network capacity and ensuring you maintain quality service.

Transform the smart way by wrapping and renewing legacy systems with a powerful, unified platform. Using low-code software and an agile approach, many customer service inquiries can be identified and automatically resolved with little to no human interaction.

Workflow automation creates faster resolution of issues and reductions in expensive and unnecessary engineer visits, vastly improving resolution time and leading to an increase in NPS.

Cisco provides world-class service assurance with Pega

- **Wanted to elevate service assurance to world-class status to meet or exceed customer expectations 100% of the time**

- **Used the Pega Platform to digitize service workflows and apply intelligent routing and service automation**

- **Radically reduced handle times, cut service costs, and freed agents up to perform value-added work using new service assurance system**

The business challenge

Cisco helps run the fastest data networks for the largest companies in the world. If its network goes down, businesses come to a screeching halt. That's why Cisco is on a mission to provide world-class customer service to meet (or exceed) expectations 100% of the time.

As a Fortune 500 company and industry leader, Cisco has always understood that it needs to move fast to keep pace with industry disruption. The company's thought leadership and commitment to innovation are two of the reasons why Cisco dominates networking and high tech today.

The solution

Cisco used the Pega Platform™ to digitize service workflows and provide better real-time responses across the entire global service assurance chain. AI-powered intelligent routing and service workflow automation ensure the right agent handles the right issue, right away – all while helping Cisco deliver the accurate, consistent service that its customers demand.

Pega provides the backbone needed to link up the different processes, by automating and simplifying workflows. Automation is used in a way that gives a frictionless experience. Not only for customers but across key functions and parties in the assurance process – including supply chain and partners – dramatically reducing the wait time for fixes, time to expedite, and costs. This also enables agents to engage with the customer, understand the problem, and manage that problem on their behalf.

> "
> *We keep discovering how we can push the envelope. So far, we've not found a limit to how far Pega can take us.*
>
> **Steve Power,**
> Senior Director,
> Order Management Services,
> Cisco

The results

- **Eliminated four million hours of customer wait time**

- **Cut service costs by 80%**

- **Reduced average handle time by 56%**

- **Removed 93% of human touch on non-value-added work**

- **Improved dispute management by 12%**

- **Boosted team productivity by 25%**

vodafone

Vodafone improves the customer experience by embracing business agility

- **Built a guided troubleshooting tool in just four months**
- **Reduced time to market by 75%**
- **Improved NPS by 18%**

The business challenge

Vodafone needs to keep its customers connected. And when something goes wrong, the company has to diagnose and fix the issue as fast as possible. With its existing code-heavy, IT-centric approach, the company was not producing results quickly enough to keep up with the pace of change for customer service inquiries for its home phone, broadband, and mobile customers. Unable to meet the demand for issue resolution, Vodafone faced pressure to deliver new solution capabilities faster and more efficiently as competition increased.

The solution

To deliver new capabilities quickly and adapt to new technologies coming out three to four times per year, Vodafone envisioned a platform that would empower the business to self-serve and create solutions with minimal IT support. The company looked toward an agile environment that allows business users to work together to rapidly build and deploy rules, offers, strategies, and treatments.

By leveraging Pega's low-code software and using an agile approach, Vodafone empowered its business users, working collaboratively with IT resources, to create a guided assurance program for its broadband customer service group. It provides a structured workflow for service reps to follow so they can focus on the customer and provide the best resolution.

Vodafone has been expanding the functionality to other areas internally, including rolling out a self-service app to customers and extending the guided assurance capability as a service to wholesale partners. On the developer side, participation of business users in the development environment has been significantly increased.

The results

- **Built a guided troubleshooting tool in just four months**
- **Reduced time to market by 75%**
- **Reduced average handling time for cases by 10%**
- **Reduced first call resolution times by 5%**
- **Improved NPS by 18%**

> *"Our customers need to be connected, and when something goes wrong and they're not, we need to fix it as quickly as possible. Basically, the faster we fix our customers' problems, the happier our customers are.*

Vodafone Automation & Data Domain Manager

Transform shared services

Our intelligent automation allows you connect legacy systems to next-gen solutions.

Break down new and old silos by wrapping and renewing legacy systems with a powerful, unified platform. This approach to shared services preserves stability while adding agility, so you can connect to digital channels like mobile, chatbots, and virtual assistants – all at the speed of today, not decades past. It's a scalable approach that's low risk, high reward. A low-code, visual UX makes it possible to unify your processes and information in one place while keeping user experience and satisfaction at the forefront.

By transforming shared services with Pega, clients have been able to integrate hundreds of processes into a single system and increase overall employee satisfaction.

Deutsche Telekom integrates more than 700 HR processes into one, unified platform

- **Replacing and consolidating several legacy platforms**
- **Creating simplified employee access to HR services**
- **Enabling employees and HR agents to do more valuable work**

The business challenge

Deutsche Telekom is one of the largest telcos in the world – with over 200,000 employees and many different subsidiaries. Over the years, frequent changes to work law and other regulations were making Deutsche Telekom's HR processes more and more complex and difficult to handle.

To increase overall employee satisfaction, the organization's more than 700 human resource processes and their respective web self-services needed to be redesigned, optimized, and future-proofed. Additionally, modern and intuitive voice, chat, and email contact channels needed to be provided.

The solution

Deutsche Telekom partnered with Pega to empower employees with a new, stronger solution: HR Customer low-effort system (HRcules). HRcules replaces several Deutsche Telekom legacy systems, such as the HR order management system and call center application.

HR processes and information are now in the process of being unified in one place – whether the employee uses web self-services or contacts the HR call center. The experience is now frictionless. With the ease of the new platform, HR agents will have more time to focus on providing great service for their current and retired colleagues.

The project, which began in May 2020, has faced challenges due to the pandemic changing the way we work. Yet despite the challenges of a virtual-only working model, the development team could quickly get started. Pega's low-code, visual UX has made it easier for both IT staff and business stakeholders to collaborate, effectively and efficiently building out the necessary processes.

The results

With Pega, Deutsche Telekom is on its way to:

- **Increasing overall employee satisfaction**
- **Replacing and consolidating several legacy systems**
- **Simplifying the complexity of more than 700 HR processes into a single system**

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With our new customer service solution, we will create the next step towards a future-oriented HR landscape and therefore represent the next evolutionary stage.

Marco Stiene,
Business Owner HRcules Project, Deutsche Telekom Services Europe SE

Vodafone: The future of procurement

- **Launched MVP in just two months**
- **Launched an autonomous procurement platform in 11 countries**
- **Scaled the platform to 1,000+ users from 11 countries in Europe and Africa**

The business challenge

Vodafone Procurement Company (VPC), a single global supply chain and procurement organization established more than 10 years ago by Vodafone, is headquartered in Luxembourg. The organization collaborates with business stakeholders to find them the best partners in over 400 different areas, covering €25 billion in annual spend with more than 10,000 partners.

In a traditional procurement model, business stakeholders reach out to procurement teams and collaborate to find the best suppliers to fit their needs – a manual process that may be supported by several digital solutions to aid in sourcing and contracting. Not satisfied with this existing process, Vodafone defined an autonomous procurement vision to become faster and more efficient.

Vodafone had two options to achieve this vision. Continue to buy products off the shelf and then customize and connect them to meet its needs, or design and build its own product, typically a lengthy and costly option.

This is where Pega played a key role in Vodafone's vision by giving the company a third option to rapidly build and deliver its platform.

The solution

Vodafone initially focused on standardizing its business processes and implementing a global Enterprise Resource Planning (ERP) platform. This enabled it to set a strong foundation to streamline business processes and generate insights.

As a next step, the company focused on "making data speak" with real-time analytics to identify opportunities to generate value and mitigate risk.

Vodafone then moved forward with its plan to "make data act," assessing more than 20 solutions in the market and deciding to partner with Pega to build an Autonomous Procurement Platform to automate business processes and drive efficiency.

The results

Now one year later, Vodafone has:

- **Launched a minimum viable product (MVP) in two months**
- **Implemented an autonomous procurement platform in 11 countries in eight different procurement areas, including marketing, IT services, and consulting**
- **Scaled the platform to more than 1,000 users from 11 countries in Europe and Africa**

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We have launched a minimum viable product in only two months, starting from design thinking sessions. I see this achievement as quite extraordinary considering the size of the application and similar initiatives and projects in the past.
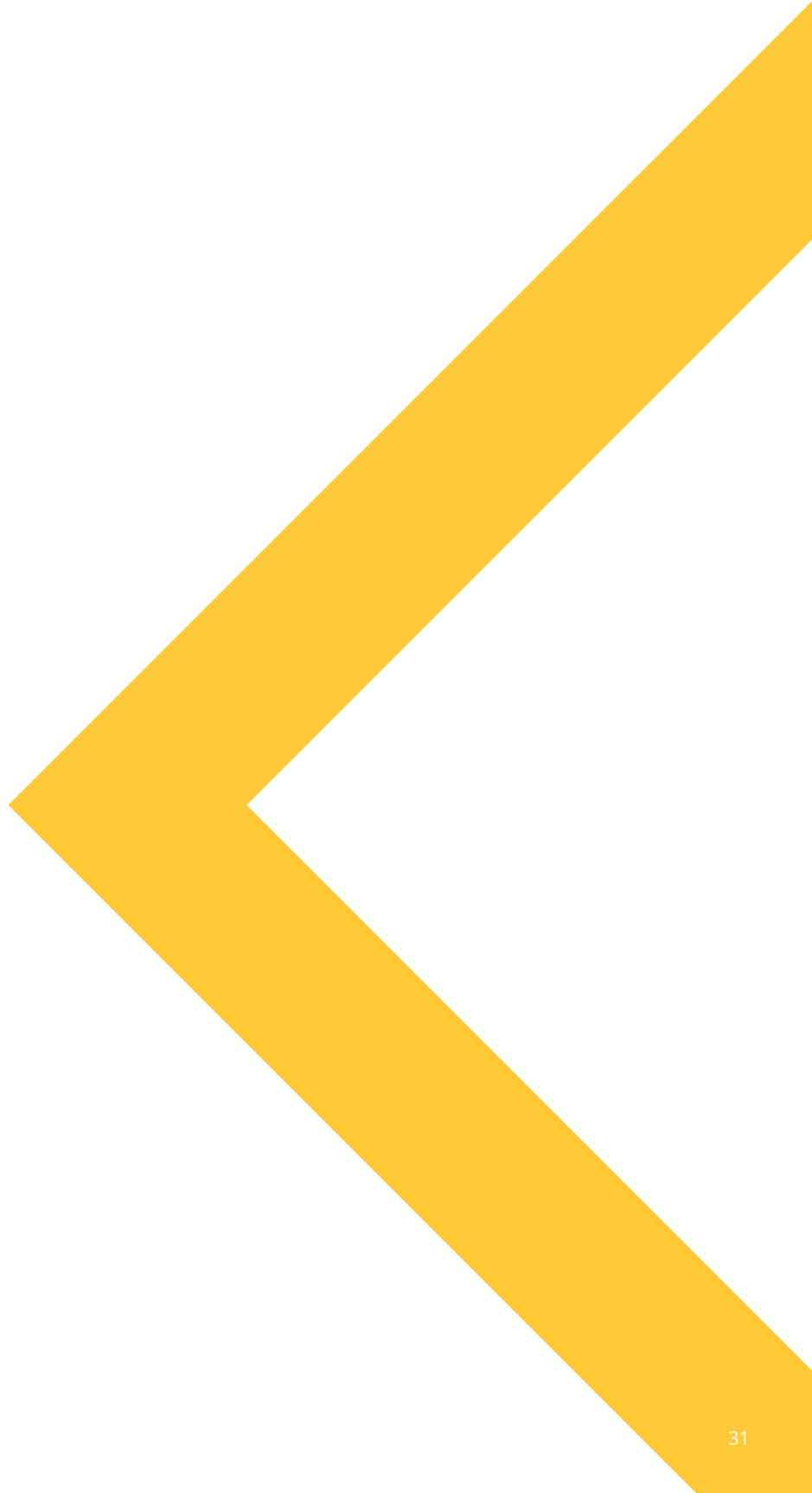
Sabih Rozales,
Principal Manager, New Digital Capabilities & Analytics

PEGA

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 change applications to meet strategic business needs. Over our 35-year history, we've delivered award-winning capabilities in CRM and digital process automation (DPA), powered by advanced artificial intelligence and robotic automation, to help the world's leading brands achieve breakthrough business results.

For more information, please visit us at **www.pega.com**