

PEGA CUSTOMER SERVICE FOR INSURANCE

Exceed Expectations Across the Entire Customer Journey

A PEGA CUSTOMER SERVICE DATASHEET

Customer Engagements that Help you to Anticipate, Connect and Simplify

Move beyond a transactional, data-centric view of policyholders with Pega Customer Service for Insurance. Only Pega combines data, intent and business process management to provide a complete, personalized view of each policyholder. Intelligent processes automate decision-making so that customer service representatives (CSRs) always deliver relevant, context-driven responses at exactly the right time. The result is customer-focused interactions delivered with maximum efficiency to benefit both your customer and your company.

- **Increase CSR productivity and proficiency**

Replace data overload with a unified service desktop and dynamic processes that use the context of the interaction to deliver the right screens, dialogue, knowledge content, data and appropriate action for each CSR, customer and situation.

- **Offer seamless service over every channel**

Build your customer service strategy once and deploy everywhere with Pega dynamically adapting the process to fit each service channel. Interactions transition seamlessly without any loss of context across all channels and devices.

- **Simplify and streamline work from end-to-end**

Deliver focused service using industry-leading case management, work automation and easy integration with enterprise systems to automate all of the people, processes, data and channels needed to resolve a customer request.

- **Realize unprecedented business agility**

Provide unprecedented agility to respond to new business opportunities and changing regulations with Pega's Build for Change™ technology. Pega complements this agile technology with the ultimate deployment flexibility, empowering you to build and deploy Pega solutions on the cloud or on premise and easily move from one environment to the other as your business needs change.

CHALLENGE

The core premise of Customer Relationship Management (CRM) software is to improve the customer experience.

Unfortunately, the reality often falls short. In fact, carriers today often spend more time trying to integrate and maintain disconnected legacy systems than actually nurturing customer relationships.

SOLUTION

Pega Customer Service for Insurance changes all this. Pega is not constrained by a records management heritage. Pega starts with customer and business objectives and lets you build system requirements around them.

Pega delivers a seamless, intuitive experience that is easy to use and allows you to personalize customer interactions. The result is a delighted, loyal policyholder or customer and a better bottom line.

IMPROVED CUSTOMER EXPERIENCE AT LOWER COST

A large global insurer launched a Customer Service Transformation initiative with the goal of reducing operational costs while improving staff morale and the customer experience. By leveraging Pega intent led processing and rule automation, their first contact resolution has improved by 28%, back-office rework has been reduced by 40%, and average handle time has decreased by 20%.

Optimize the Value of Each Interaction

- Intuitive and Easy:**
 Dynamic and intuitive customer service desktop guides CSRs through every step in the process.
- Guide Your CSRs:**
 Proactive knowledge retrieval and contextual scripting ensure the right policies and procedures are consistently communicated to the customer.
- Gain Insight:**
 Complete customer 360° profile spans lines of business, products, geographies and service cases, providing the in-depth insight needed to personalize each interaction.
- Prioritize:**
 End-to-end work automation ensures tasks are managed in accordance with service policy, including queuing, skills-based routing, escalation based on SLAs and prioritization.
- Optimize:**
 Promoter score functionality gathers and automatically applies customer feedback directly within the process for continuous improvement.
- Personalize:**
 Configurable rules, sophisticated analytics and contextually-driven, real-time decisioning, anticipate customer needs, and recommend the Next-Best-Action and even suggest a timely, relevant offer.

Reap the Benefits of a Complete Insurance Customer Service Application

Omni-Channel

- Phone
- Chat
- Web Self-Service
- Mobile
- Social Engagement
- Co-browse
- Email

Manageability

- Role-Based Portals
- CTI Integration
- Service Level Management
- Mobile Field Service
- Business Rules
- Business Process
- Predictive Analytics

Tools

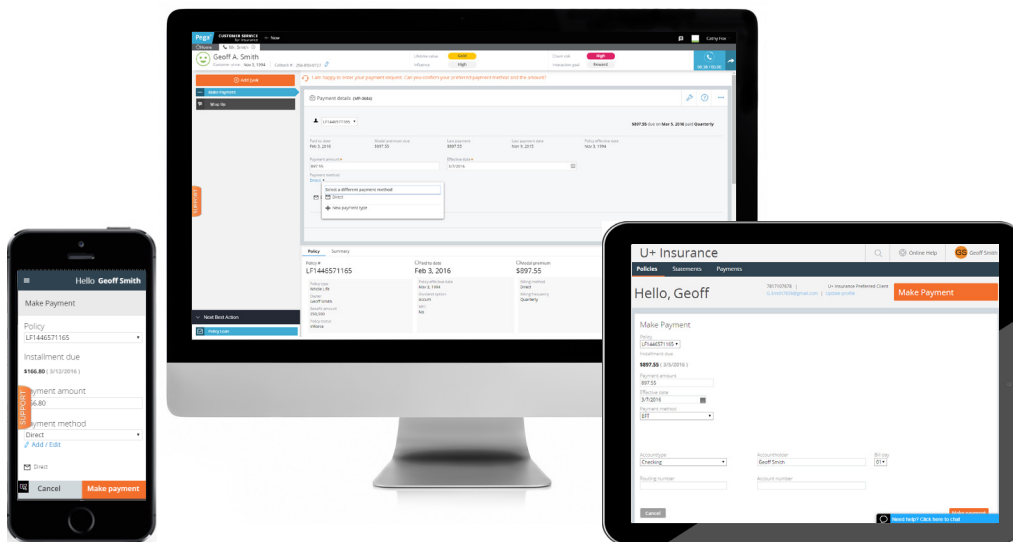
- Intelligent Guidance
- Interaction Goals
- Integrated Offer Management
- Knowledge Management
- Queuing and Routing

Customer Insights

- 360° Customer View
- Dialog Management
- Customer Surveys
- Case Management
- Legacy System Integration

Reporting / Accountability

- Dashboards and Reports
- History, Tracking, and Audit trails



Pega Customer Service for Insurance delivers a satisfying, efficient and accurate customer service experience.