The Evolution from Next Best Offer to Next Best Experience

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Today's Subject Matter Experts

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PegaWorld iNspire

Pega + Merkle Partnership

Real-Time Decisioning

Capabilities

+

1:1 Customer Engagement

Expertise

=

Next Best Experience

Performance

Customer Decision Hub
Always-On, Contextual Customer Decisions

ADDRESSABLE ACQUISITION
EMPATHETIC SELLING
PRO-ACTIVE RETENTION
PRE-EMPTIVE SERVICE
CONTEXTUAL NURTURE
COMPASSIONATE COLLECTIONS

The Next Best Action Continuum

Next Best Offer

Selects the Best **Sales Offer**

Next Best Action

Selects the Best **Overall Conversation**

Next Best Creative

Selects the Best **Conversation & Creative**

Next Best Experience

Optimizes the **End-To-End Journey**

Next Best Offer	Next Best Action	Next Best Creative	Next Best Experience
			Journeys
		Creative	Creative
	Actions	Actions	Actions
Offers	Offers	Offers	Offers

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Next Best Experience Components

Find

Learn

Buy

Use

Share

Improve

Journey

*aligning customer
experience with
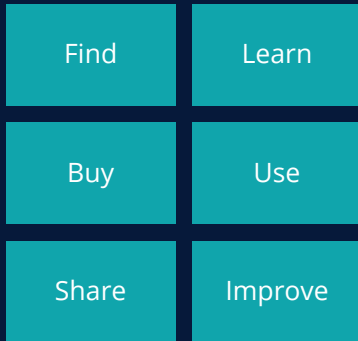customer intent*

Next Best Experience Components
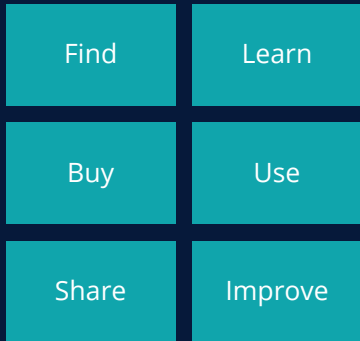
Find	Learn
Buy	Use
Share	Improve

Action

- Sales Offer
- Retention Plan
- Service Nudge

Journey

aligning customer experience with customer intent
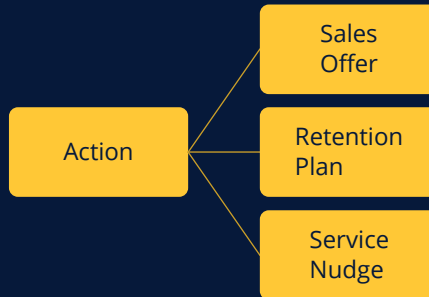
Action

Selecting the best message to align with that journey
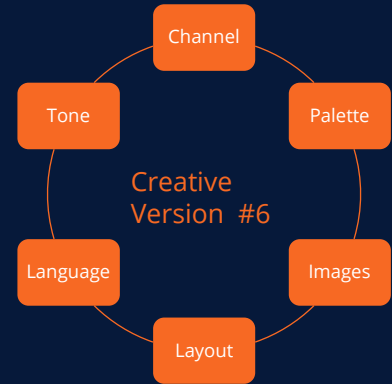
Next Best Experience Components

Find	Learn
Buy	Use
Share	Improve

Action
- Sales Offer
- Retention Plan
- Service Nudge

Channel
Palette
Images
Layout
Language
Tone
Creative Version #6

Journey

aligning customer experience with customer intent
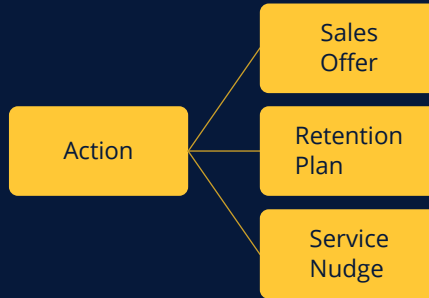
Action

Selecting the best message to align with that journey

Creative

Optimizing message presentation to maximize impact
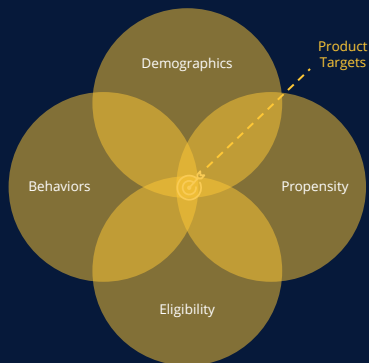
Propensity-Driven Decisioning

38%

Propensity

how likely is the customer to accept this action?

Propensity-Driven Decisioning

38%

Propensity
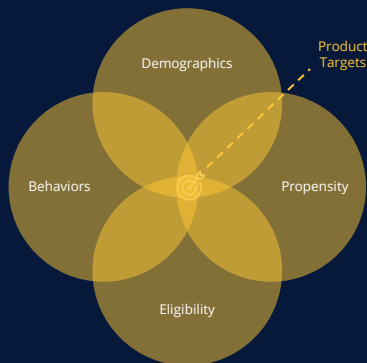
how likely is the customer to accept this action?

Demographics

Product Targets

Behaviors

Propensity

Eligibility

Old Way

use propensity scores to refine campaign segmentation

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Propensity-Driven Decisioning

38[%]

Rewards Card Offer	0.3%
Mortgage Loan Offer	0.1%
Missing Email Address	4.0%
Travel Notification	3.0%
Unclaimed Rewards Alert	14.1%
Waive Annual Fee For One Year	5.6%
COVID-19 Support	6.0%
Hurricane Relief Package	0.0%

Propensity

how likely is the customer to accept this action?

Old Way
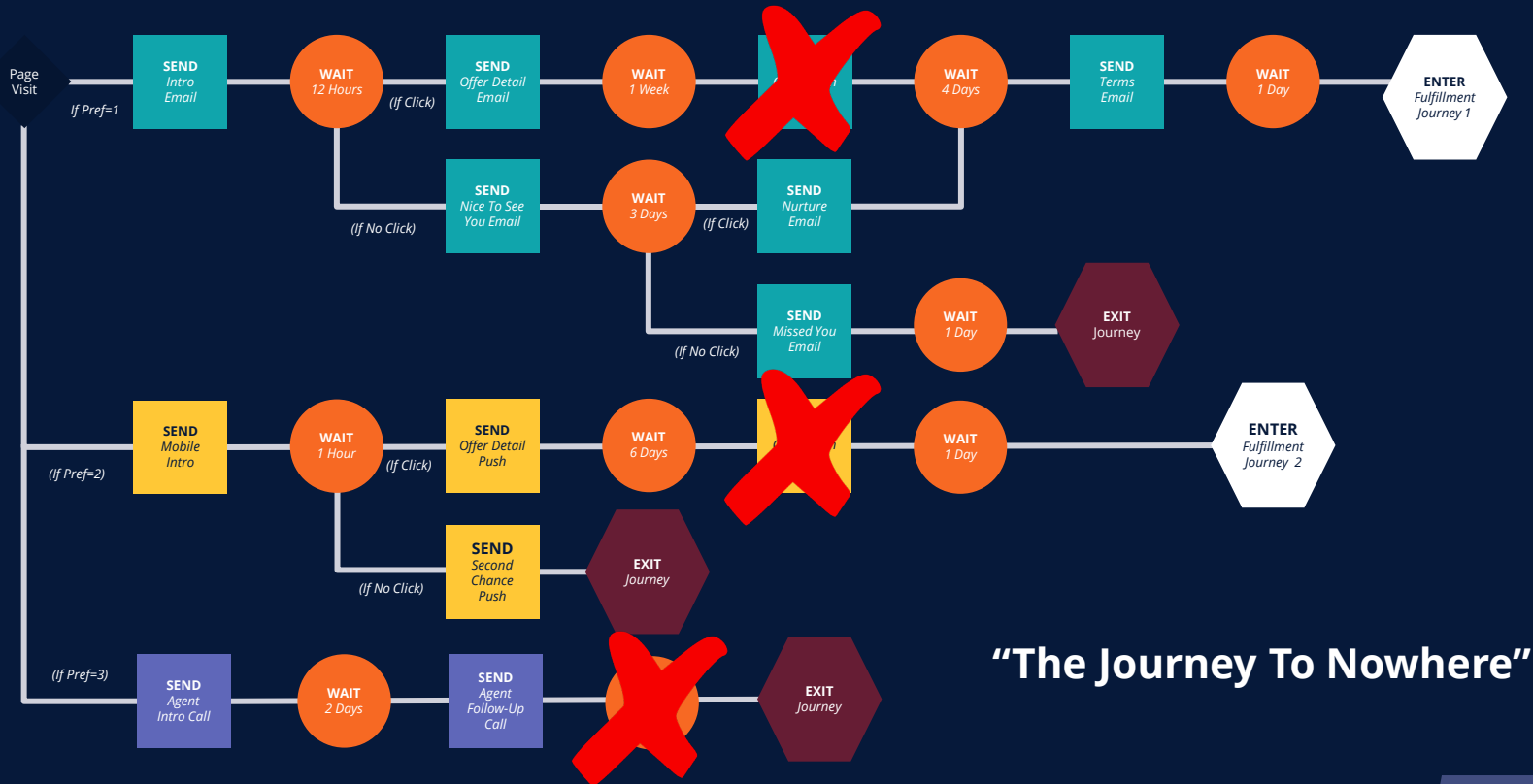
use propensity scores to refine campaign segmentation

New Way

use propensity scores to select most relevant conversations

Demographics

Product Targets

Behaviors

Propensity

Eligibility

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Next Best Experience

Levering Up Journeys, In Real-Time

Potential Actions	P Propensity Score	V Action Value	L Business Levers	JW Journey Weighting	NBE Priority Score
Sales: Rewards Card Offer	3%	$561	0%	20%	20.20
Sales: Home Equity Loan	4%	$306	0%	0%	12.24
Sales: Mortgage Loan Offer	2%	$1,834	0%	0%	36.68
Service: Update Account Information	38%	$55	50%	0%	31.35
Service: Travel Notification	49%	$29	50%	0%	21.32
Service: COVID-19 Payment Holiday	37%	$23	50%	0%	12.77
Retention: Manage Your Rewards Video	64%	$83	25%	50%	99.60
Retention: Waive Annual Fee 1 Year	88%	$48	25%	10%	58.08
Retention: Personal Finance Class	13%	$135	25%	0%	21.94

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Next Best Creative Decisioning

Version	Propensity
Version #1	14.3%
Version #2	51.1%
Version #3	44.3%
Version #4	33.6%

Available Creative Versions For This Action

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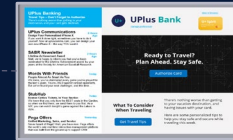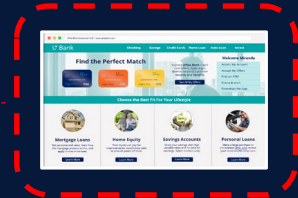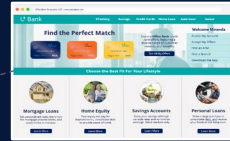
Real-World Examples

British Airways

Tailoring the onboard experience with personalized actions delivered by flight-crew

Swedbank

Actions and creative decisioned in real-time with Pega-Adobe integration

O2

Personalizing retention bundles in real-time, using live customer feedback data