



# PegaWorld

JUNE 7-9 | LAS VEGAS

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**BREAKOUT SESSION**

# Lightning-Fast Self-Service: Accelerate Go Live with Workflow-Driven, Agentic Service





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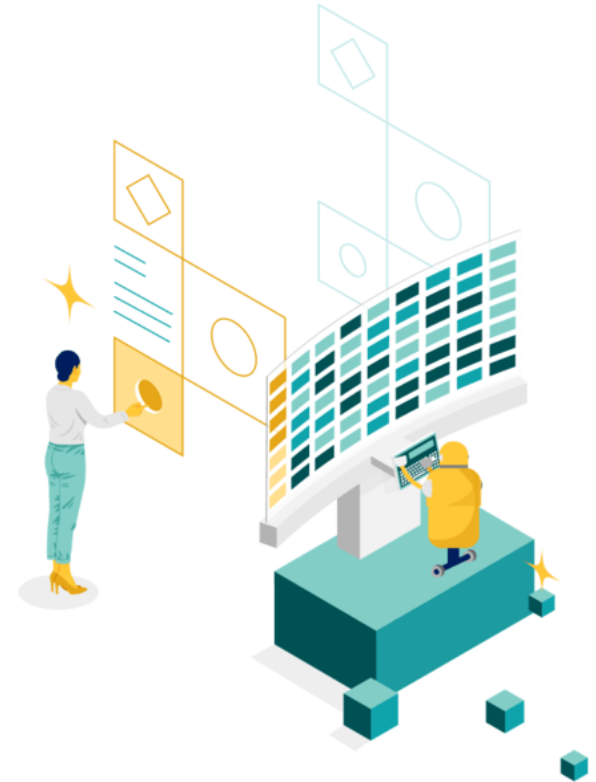
# Agenda

I. Promise vs Reality

II. Three Ingredients for a Successful Go-Live

III. Meet Cara.

IV. 60 / 90 Day Action Plan




# Promise vs Reality

Timothy Harfield




# The Promise

What organizations expect when they invest in agentic self-service




## Speed

Go live in weeks.  
Automate from day one.  
No dialog scripting required.



## Predictability

Defined outcomes.  
Governed AI.  
No surprises, no costly failures.



## Coverage

Any call type automated from launch.  
Not just simple FAQs.



## ROI at Scale

Even 10% containment delivers substantial return on investment.

***Gartner predicts agentic AI will autonomously resolve 80% of common customer service issues without human intervention by 2029, leading to a 30% reduction in operational costs.***

# The Reality

6-12

months

COMMON TIME-TO-LIVE  
FOR SELF-SERVICE PROJECTS

## Designed Around Channels, Not Outcomes

Teams build per-channel bots instead of shared workflows. Every channel becomes a separate project, multiplying cost and time.

## Brittle Bots & NLP Overhead

Legacy chatbots require extensive dialog scripting, NLP training, and ongoing maintenance — before a single customer benefits.

## LLM-Only Solutions Fail at Complexity

Prompt-based agents struggle to execute multi-step service cases reliably. Unpredictability kills enterprise confidence.

## No Proven Path.

Without a reference architecture or a partner who has done it before, teams reinvent the wheel — burning months on discovery alone.

# New Tech. Same Problem.

The pattern keeps repeating — because the root cause hasn't changed

## FAILED EXPECTATIONS

ERA 1



### Legacy Chatbots

- Scripted dialogs, NLP training
- Brittle, one-task-at-a-time
- Months of build before launch
- High maintenance overhead

*Built for channels, not outcomes.*

## ULTIMATELY UNPREDICTABLE

ERA 2



### LLM-Only Agents

- Powerful conversation, weak execution
- Prompt-only logic breaks at scale
- Hard to test, tune, or audit
- Enterprise confidence collapses

*AI without guardrails is a liability.*

## THE ANSWER

ERA 3



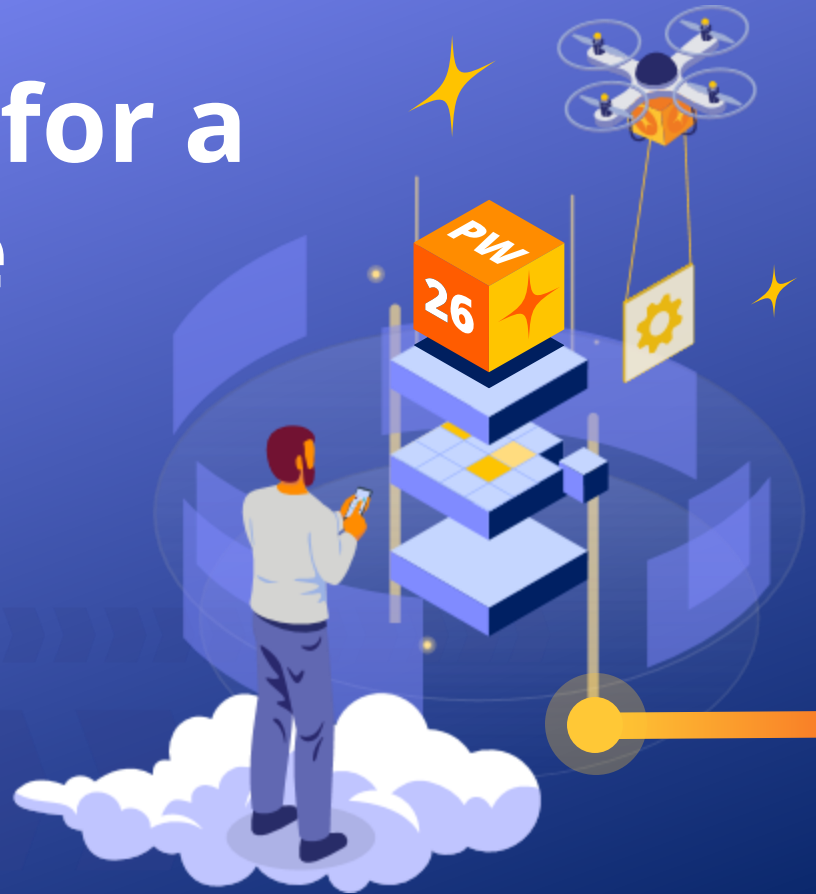
### Workflow-Powered Agents

- Conversational AI + enterprise workflow
- Understands intent, executes reliably
- Governed, auditable, predictable
- No dialog scripting or NLP training

*Workflow has always been the answer.*

# Three Ingredients for a Successful Go-Live

Henry Hale



# What “Lightning-Fast Go-Live” Actually Means

Not just speed — predictability, governance, and coverage from day one

**Labb** is Pega’s lighthouse partner for accelerated agentic self-service delivery — combining three essential ingredients that organisations consistently get wrong in isolation.

## Agents to Build

### BLUEPRINT

A

Pega Blueprint compresses discovery from months to days. Priority journeys designed once, imported directly — no dialog scripting, no NLP training required.

10 weeks to first live implementation

## The Foundation

### WORKFLOW

B

Workflow at the centre is the answer. Build once, deploy across every channel. Consistent, governed, auditable — whether a human or AI agent is executing.

Same logic. Every channel. Every time.

## Agents to Execute

### RUNTIME

C

AI agents that resolve real customer issues end-to-end. Centre-out architecture means self-service, assisted service, and back office share the same workflow.

Voice, chat, messaging — one platform

# A. Pega Blueprint

From Vision to Go-Live in Days

1

## Blueprint Import

Priority journeys captured and imported directly into Pega. Business intent becomes executable workflow — in days, not months.

2

## CS Stand-Up & Validation

Core service case structure stood up end-to-end. Production-ready and aligned to best practices from day one.

3

## Data Integration

Customer data integrated via Pega's Common Data Model. Context-aware self-service that personalises and resolves — no handoffs.

4

## Channel Config & Agent Setup

Voice, chat, messaging activated. Agentic behaviour configured within enterprise governance and compliance guardrails.

## Example Timeline



**First live implementation: ~10 weeks**

## B. Workflow

The Constant That Changes Everything



### Build Once, Deploy Everywhere

The same workflow logic runs in self-service, assisted service, and back office. No channel-specific rebuilds. No duplicated maintenance.



### When to Use AI, and When Not To

AI handles intent, conversation, and decisioning. Workflow handles execution, compliance, and handoffs. Each in its lane. Both at their best.



### Trust Through Governance

Every agentic action is governed by the workflow. Auditable, explainable, and controllable — building executive confidence before you scale.



*AFLAC reduced costs by \$4M/year,  
automatically resolving 77% of interactions —  
powered by workflow-driven self-service*

# C. Runtime

AI Agents, Center Out

Start at the workflow core. Expand to every channel. Bring in third-party AI as needed.



# Meet Cara.

*Agentic Self-Service — in Action*

## **What to watch for:**

- Natural conversation handling complex, multi-step service requests
- Workflow guardrails governing every AI action — no hallucinations
- Seamless escalation to CSR with full context preserved
- Same workflow serving voice, messaging, and email channels

*Powered by Pega Infinity'25 · Delivered by Labb*



### Tariq TV

#### Introduction

Tariq is a 38-year-old who approaches life with a calm and highly practical mindset. He drives a dependable silver Volkswagen Golf, a vehicle that perfectly suits his sensible nature. Over the years, he has maintained a spotless driving record, resulting in a completely hassle-free, long-standing, and positive relationship with his auto insurer.



# 60 / 90 Day Action Plan



# What Can You Achieve in 60–90 Days?

Practical milestones — and the operational implications no one talks about

## DAY 1 - 60

- ✓ Blueprint workshop completed
- ✓ Priority journeys designed
- ✓ CS foundation stood up
- ✓ Data integration established
- ✓ First agentic channel live

*One or two case types. Proof of value in hand.*

## DAY 61 - 90

- ✓ UAT completed, business sign-off
- ✓ Production go-live
- ✓ Escalation paths tested end-to-end
- ✓ Live performance monitoring
- ✓ Second channel activated

*Real resolution. Real data.*

## BEYOND 90 DAYS

- ✓ Expand case types & channels
- ✓ Optimise with live interaction data
- ✓ Extend agents into human workflows
- ✓ Scale enterprise-wide
- ✓ Smaller, more agile delivery team

*Full enterprise deployment in 6 months.*

# CMC Markets

From Blueprint to live self-service

## Challenge

Complex, multi-channel service environment. Long deployment cycles. Fragmented process across multiple systems, different platforms per channel, per jurisdiction

## CS Stand-Up & Validation

Blueprint-first design. Channel agnostic workflow at the centre. Self-service and assisted channels from day 1, agentic ready process.

## Channel Integration

Live self-service within 7 weeks. Foundation set for rapid expansion across all product types and jurisdictions. A new way of working, simplified architecture

**CMIC**  
MARKETS

**42 days**

From concept to production

**3**

Channels from one shared workflow, agentic ready

**30%**

Reduction in onboarding time

**66%**

Reduced maintenance effort

# Questions?

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