



**Hyper-personalized  
Customer Engagement  
with Pega CDH at scale**

# Agenda

## Where we started



Italian Telco context and our strategic priorities

## What we did



Hyper-personalized experience across channels

## How we approached it



Our transformation journey

## What we created



Our results so far and lessons learned

# Who is WindTre

**~25%**

Italian market share on consumer core<sup>1</sup>

**2**

Brands  
(WindTre, Very Mobile)

**4k**

Retail stores across Italy

## Core offer ...



Mobile



Fixed



Devices



Energy



Security

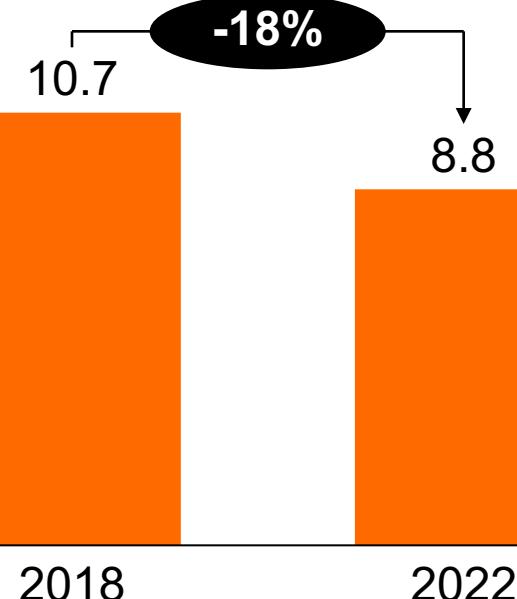


Insurance

# Navigating the Italian Telco industry - Mobile

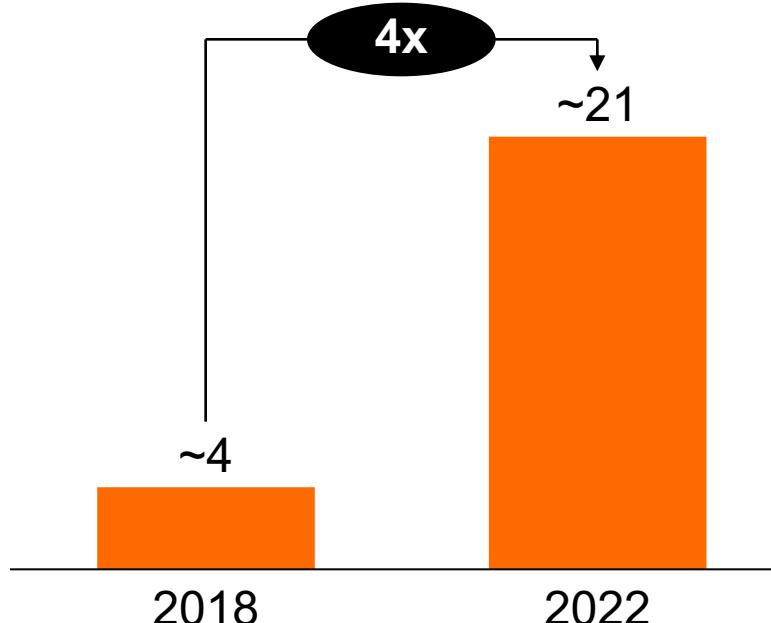
## Decreasing ARPU on mobile...

ARPU mobile, EUR



## ... while increasing customers' consumptions

GB/ month



Source: AgCom (incl. voice and data services)

1. Not including minor operators

<9,99 €

100+ GB plans available on the market

## Prepaid

Common mobile and fixed plans

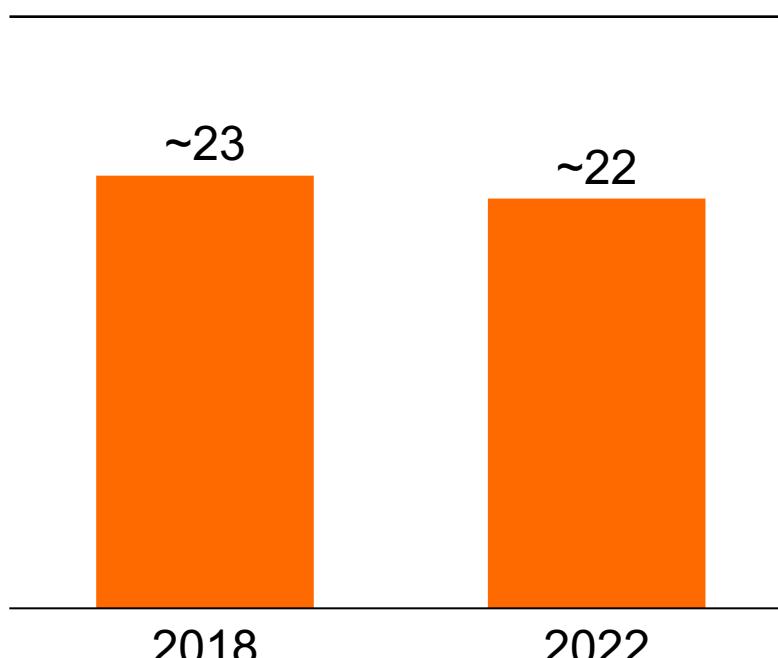
27

Mobile players

# Navigating the Italian Telco industry - Fixed

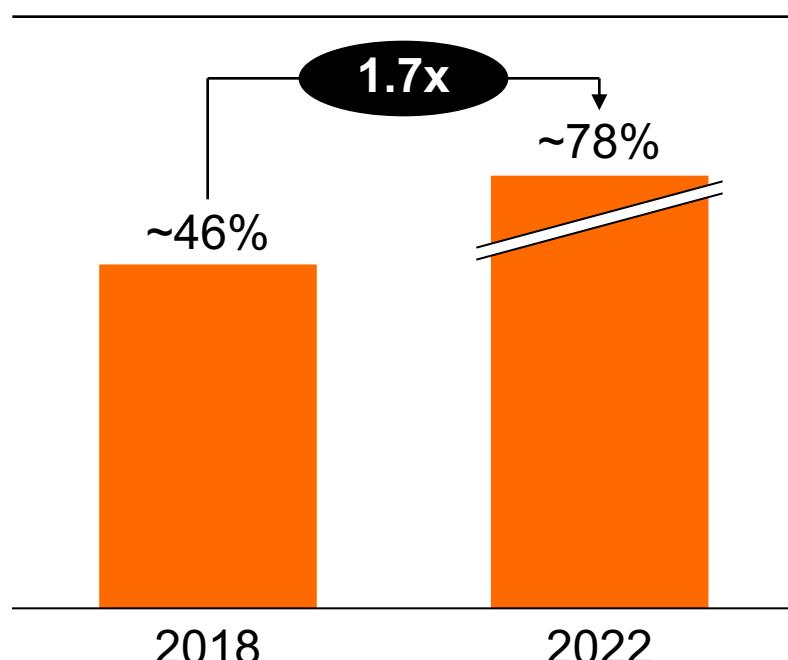
**Stable ASPU<sup>1</sup>  
on fixed...**

ASPU fixed, EUR



**...with customers increasingly  
migrating to fiber**

Fiber accesses as % on total



**>19,99 €**

Monthly fee for fixed  
(fiber) plans available  
on the market

**13**

Fixed players<sup>3</sup>

1. Source: Mason (incl. retail only, excl. wholesale)

2. Source: AgCom

3. Not including minor operators

# Customer at the Core: Our Strategic Imperative

## Our strategy



Simple



Relevant



Multi-service

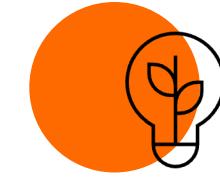
## Our goals



Increase **loyalty** and  
reduce **churn**



Increase **x-selling** at  
account and  
**household** level

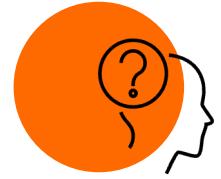


Expand **multi-  
service** coverage

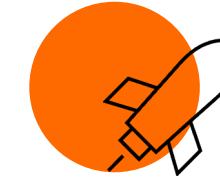
## Our levers



**Personalize** every  
interaction

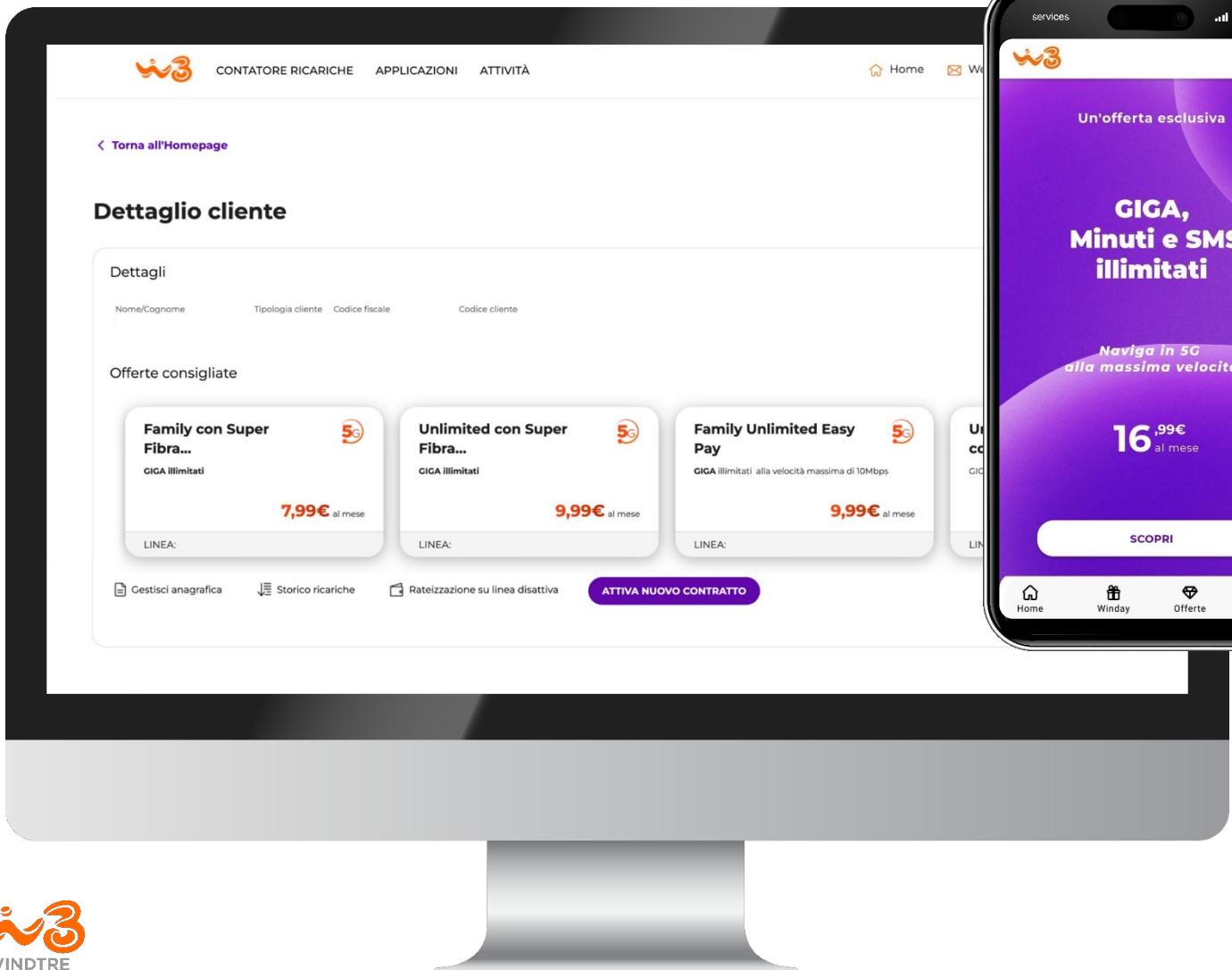


Intercept **contextual**  
needs



Deploy innovations  
**fast**

# Hyper-personalized experience across channels



1

Central “brain” feeding seamlessly all channels, for a unique CX

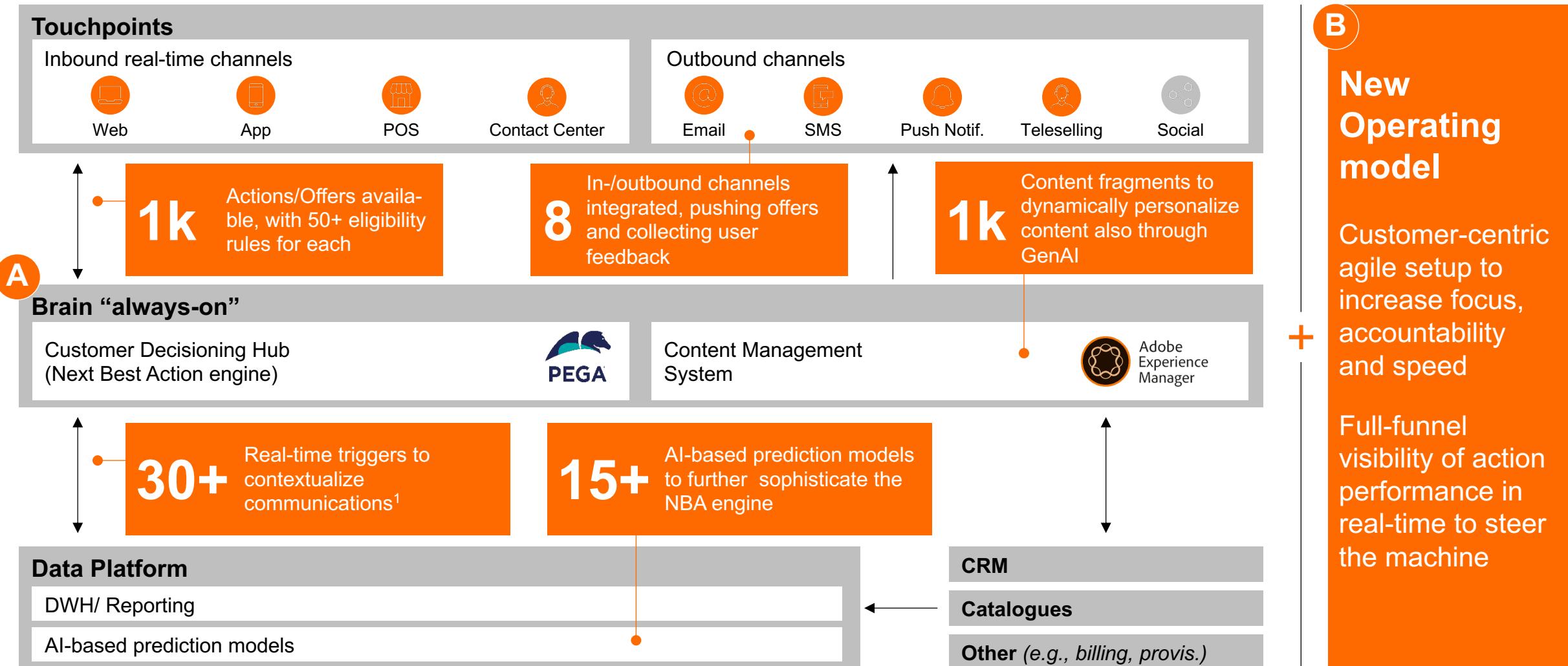
2

100% personalized offers per each customer

3

Personalized recommendations and catalogue

# Pega as a central brain calculating & delivering the “Next Best Action(s)” for each customer in real-time



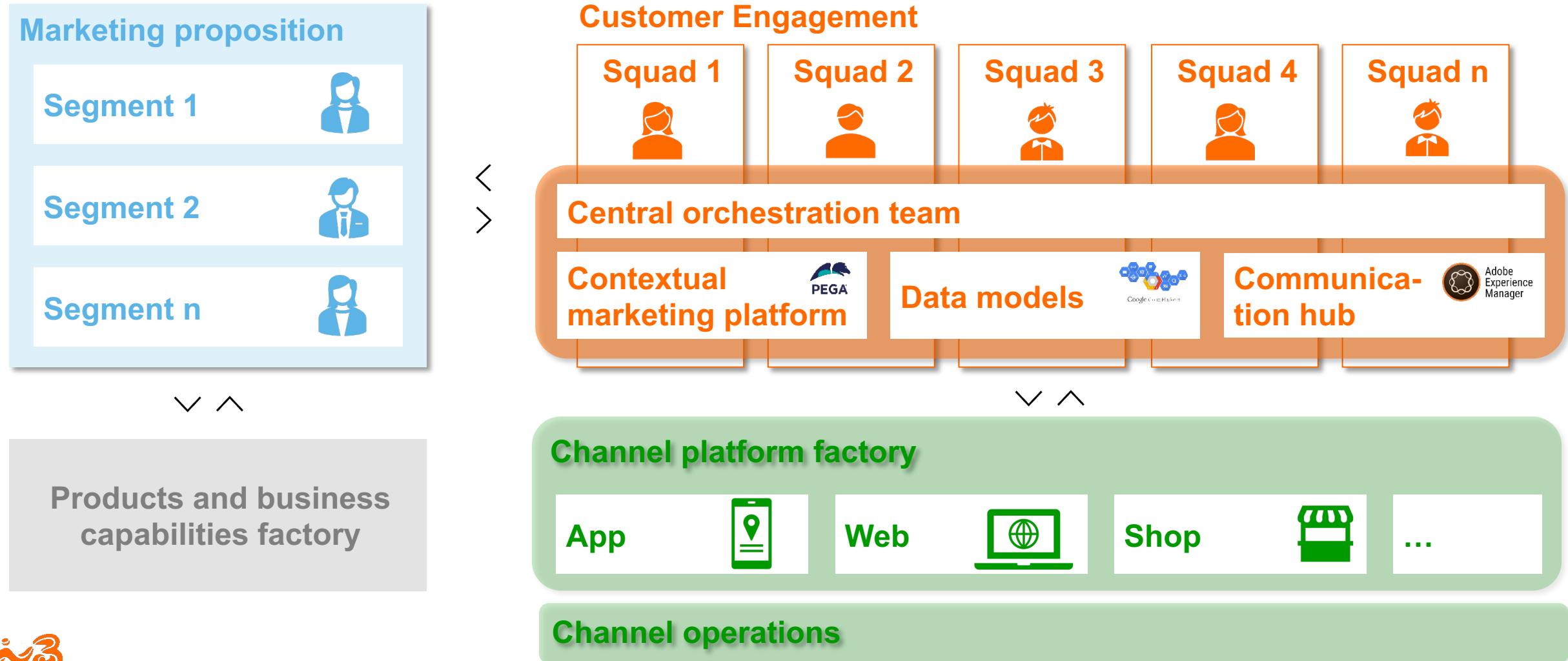
# A. Every Customer has a personalized «shop» and recommended actions

For each Customer...

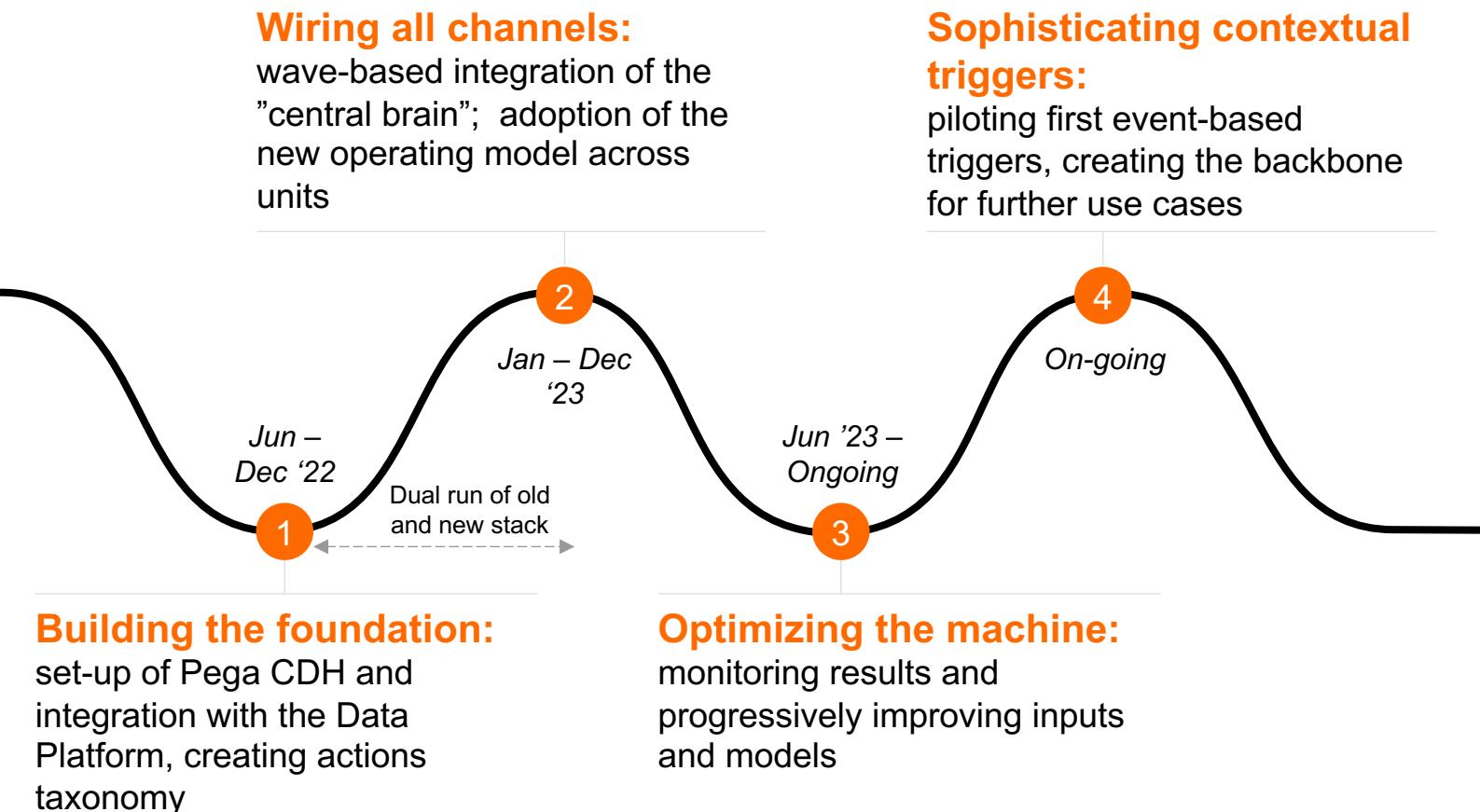


**Modular, resilient and significantly rationalized architecture, representing the foundation for future scalability and integration of new emerging solution (e.g., GenAI, Social Media)**

## B. New operating model: customer-centric setup, product- and channel-agnostic



# From Vision to Reality: Our Transformation Journey



# Measuring success: faster time-to-market, better conversion rate, and technical simplification

**24h**

Time-to-market for new products, offers, actions

**3-5X**

Click rate of contextual campaign (vs. non contextual ones)

**>2X**

Acceptance rate top NBOs vs. other offers in W3 physical stores

**From 4 to 1**

Product catalogue solutions

**From 5 to 1**

Content management systems

**From 400**

point to point integrations, to 3 core systems



# Insights from our Journey

**1**

**It's not an  
IT project:**

changing the MarTech stack  
requires a change in the  
operating model, business  
strategies, etc

**3**

**Real power  
lays in data:**

assess and ensure real-time  
and “fresh” data flows;  
understand Pega data model

**2**

**Pega CDH product  
knowledge is key:**

mastering the CDH product  
upfront enables informed  
trade-off decisions

**4**

**Embrace change and  
shift paradigm**

the new solution also requires  
a change of mindset (“porting”  
the as is won’t ensure  
success)





Optimization, *meet* experience.



Welcome to where intelligent  
connections unlock personalized journeys

**Wind Tre successfully conducts the transformation  
of its customer engagement program with the  
support of Capgemini**

Tigran Voskanyan, PegaWorld 2024

# Capgemini supports transformation of Wind Tre customer engagement program



## Enriched & integrated architecture

*CMS + Pega CDH = best of breed marketing proposal to leveraging W3 dedicated catalog*

## Transition

*Enabling transition within legacy and new marketing platform, via Dual Run strategy;*

## Product innovation beyond limits

*Pushing the product beyond the limits: exploring new ways to adopt products for WindTre tailored use cases;*

## Adoption

*Supporting the adoption in the organization: IT-specific tools, operations at scale;*

## Optimization

*Tuning and consumption optimization*

more personalized customer experiences and make data-driven decisions at scale.



# Capgemini and Pega at a glance



## Capabilities

- **4000+** unique Pega certifications
- **3000+** Pega certified professionals
- **1200+** Pega certified system architects
- **100+** lead system architects

**#1 Pega practice in Europe**



## Assets and accelerators

- Pega GenAI framework
- 1:1 Customer engagement
- Grants management/ Disbursement
- Perpetual KYC
- Autonomous networks
- 5G network deployment
- Northern light
- Compassionate drug
- Smart procure
- S& OP
- Cell & Gene therapy



## Awards/Recognition

**500+ successful projects delivered**



2024 EMEA Partner Of The Year



2023 Partner Innovation Award



2022 Excellence in financial services in addressing compliance and business growth



## Sector solutions

Our sector solutions accelerate delivery of business value and Rapid RoI.

We build on horizontal and industry-specific Pega solutions and combine best-in-class technology with reliable leading practice in delivery.



## Clients



Banking & Insurance



Technology, Media & Telecom



Public Sector



Energy & Utility



Manufacturing & Life Sciences



Services



# Q&A

