



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 core¹

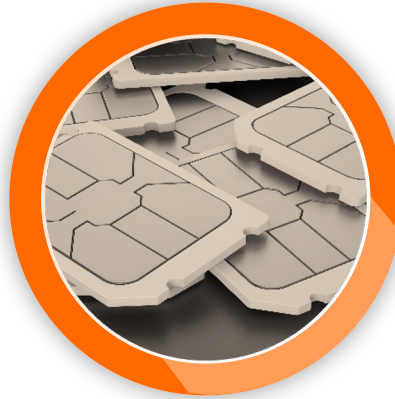
2

Brands
(WindTre, Very Mobile)

4k

Retail stores across Italy

Core offer ...



Mobile



Fixed



Devices

... expanding to the 'new core'



Energy



Security

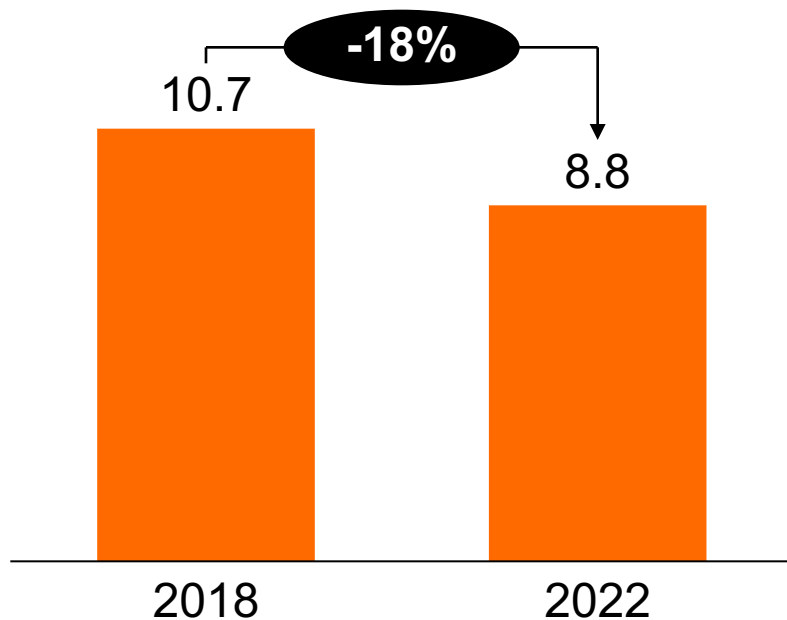


Insurance

Navigating the Italian Telco industry - Mobile

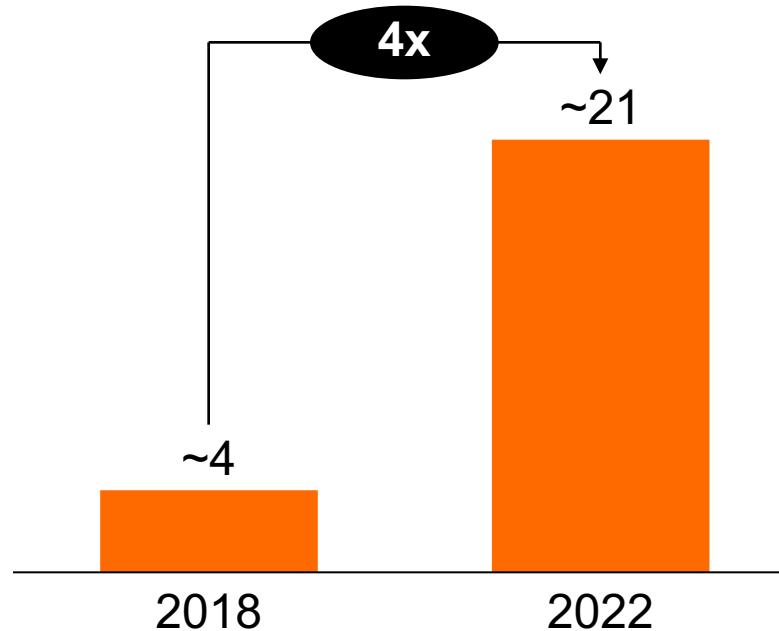
Decreasing ARPU on mobile...

ARPU mobile, EUR



... while increasing customers' consumptions

GB/ month



<9,99 €

100+ GB plans available on the market

Prepaid

Common mobile and fixed plans

27

Mobile players

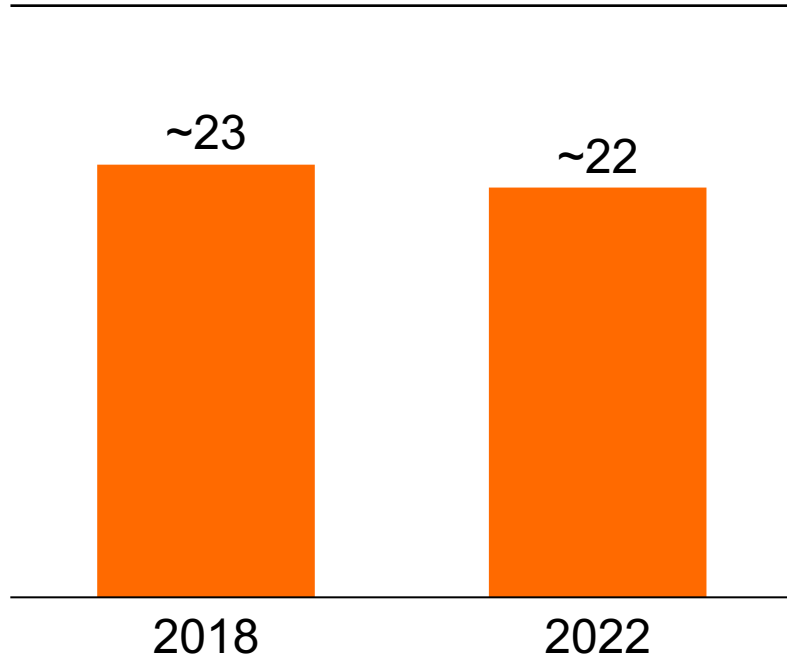
Source: AgCom (incl. voice and data services)

1. Not including minor operators

Navigating the Italian Telco industry - Fixed

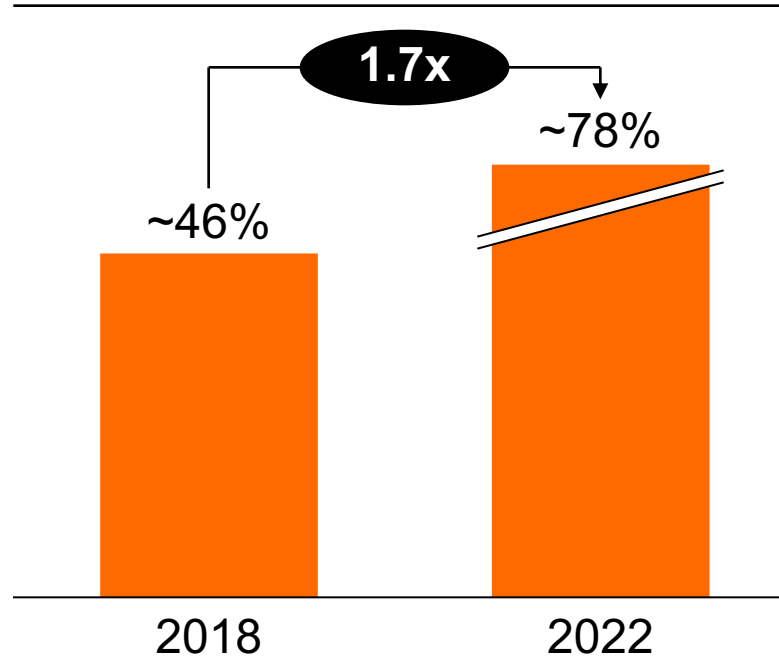
Stable ASPU¹ on fixed...

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 players³

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**

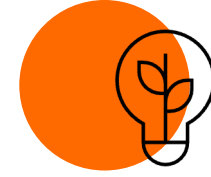
Our goals



Increase loyalty and
reduce churn



Increase x-selling at
account and
household level

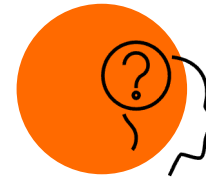


**Expand multi-
service** coverage

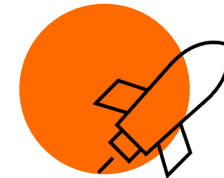
Our levers



Personalize every
interaction



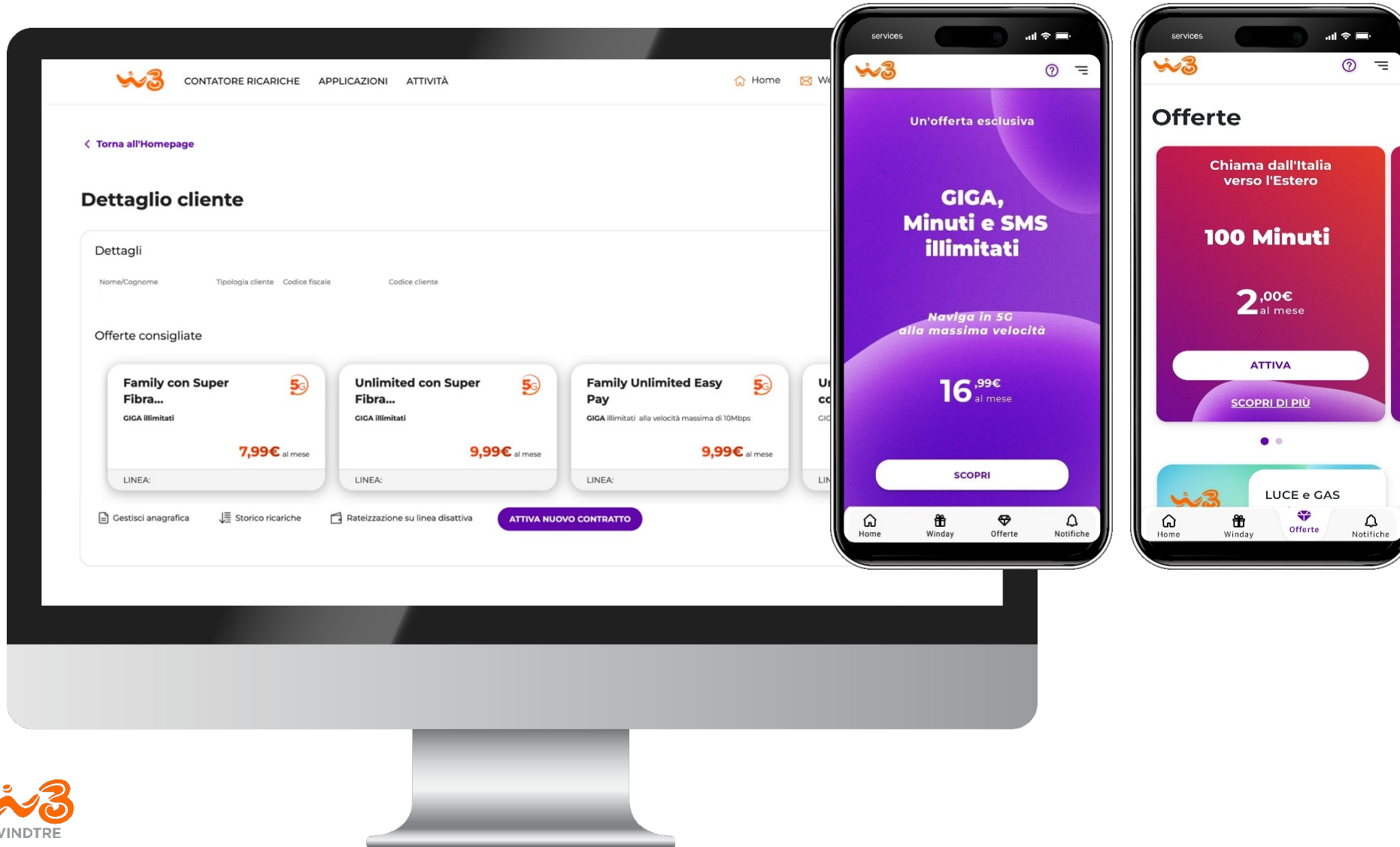
Intercept contextual
needs



Deploy innovations
fast



Hyper-personalized experience across channels

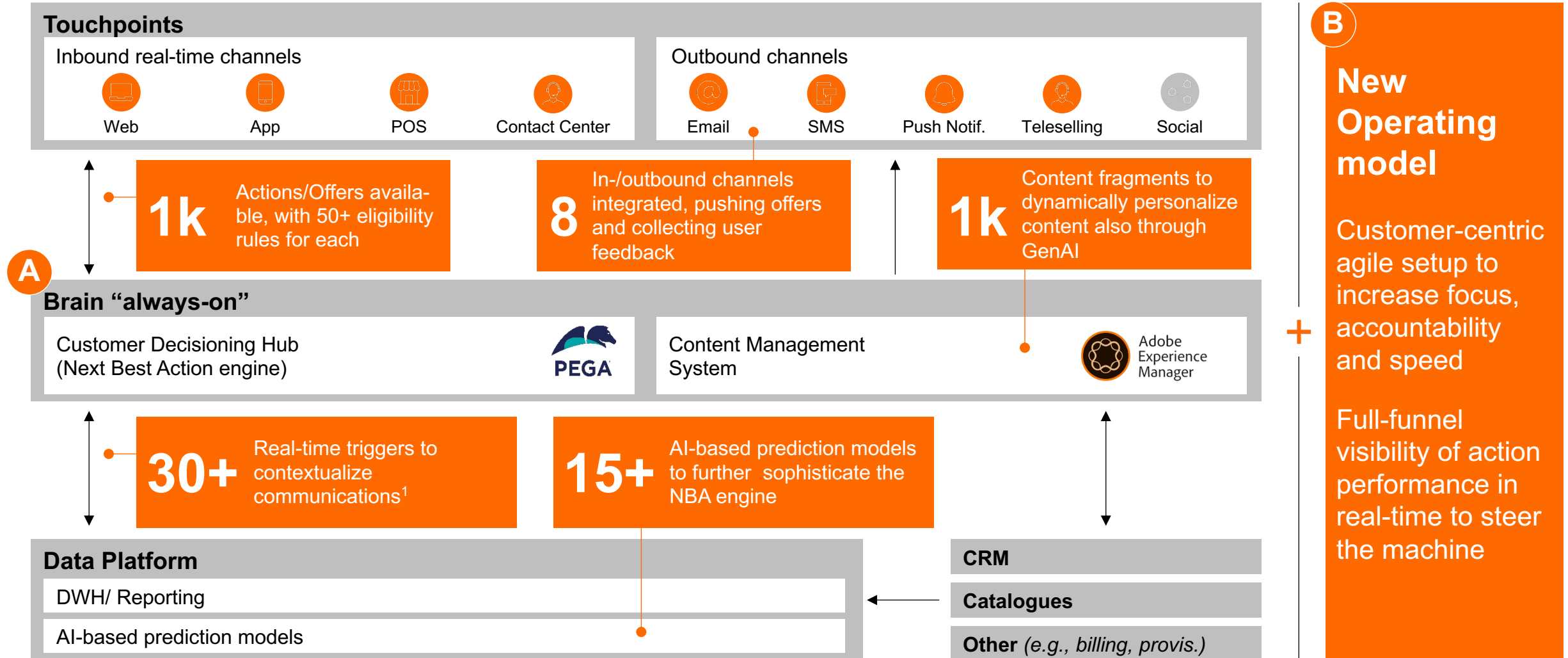


1 Central “brain” feeding seamlessly all channels, for a unique CX

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



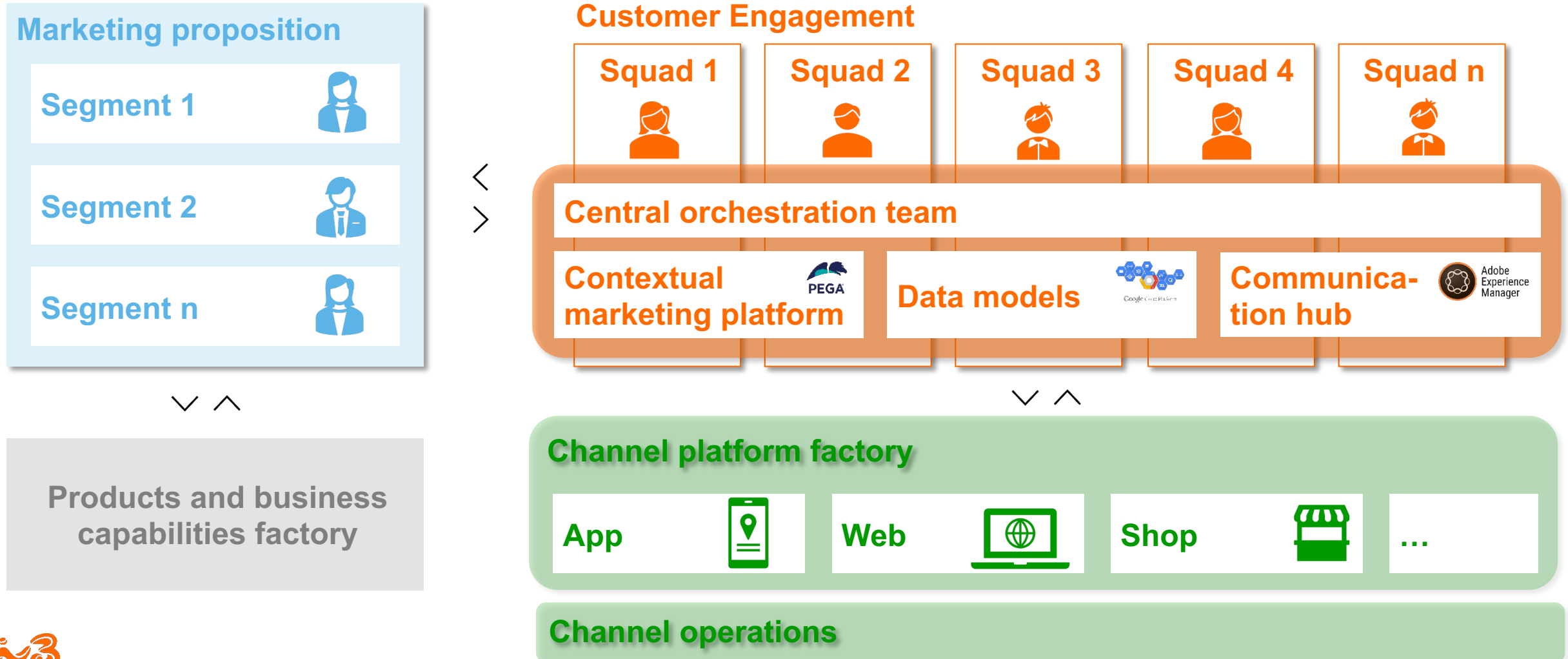
A. Every Customer has a personalized «shop» and recommended actions

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



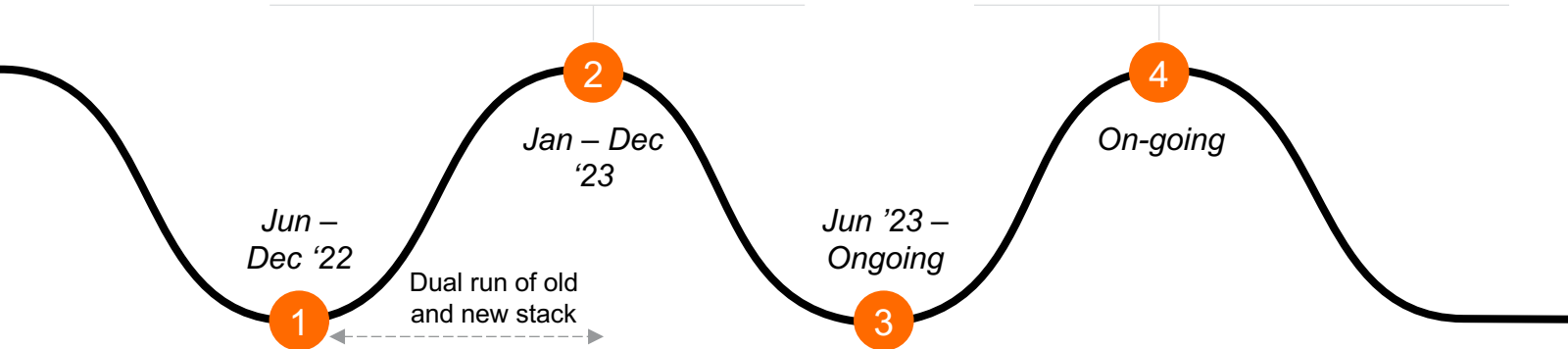
From Vision to Reality: Our Transformation Journey

Wiring all channels:

wave-based integration of the "central brain"; adoption of the new operating model across units

Sophisticating contextual triggers:

piloting first event-based triggers, creating the backbone for further use cases



Building the foundation:

set-up of Pega CDH and integration with the Data Platform, creating actions taxonomy

Optimizing the machine:

monitoring results and progressively improving inputs and models



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

24h

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

From 4 to 1

Product catalogue solutions

3-5X

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

From 5 to 1

Content management systems

>2X

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

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

2

Pega CDH product knowledge is key:

mastering the CDH product upfront enables informed trade-off decisions

3

Real power lays in data:

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

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 |



Alliances

Capgemini is one of the *Top 4 Platinum level partners* in Pega eco system

Capgemini is #1 in Europe

- #1 for Certified Pega Consultants in Europe
- SKO Award in EMEA



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

