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PegaWorld*iN*spire

JUNE 9-11, 2024 | LAS VEGAS

How To: Measuring (and Improving) The Value of Your Next Best Action Program

Philip Mann

Director Business Excellence, Pega

Paul Kelly

Senior Product Owner-CEE/PEGA Customer Analytics &
Transformation Group Marketing, Bank of Ireland





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Bank of Ireland



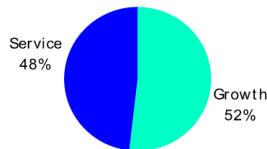
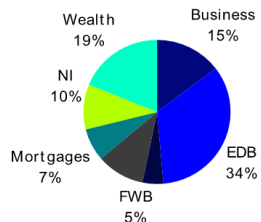
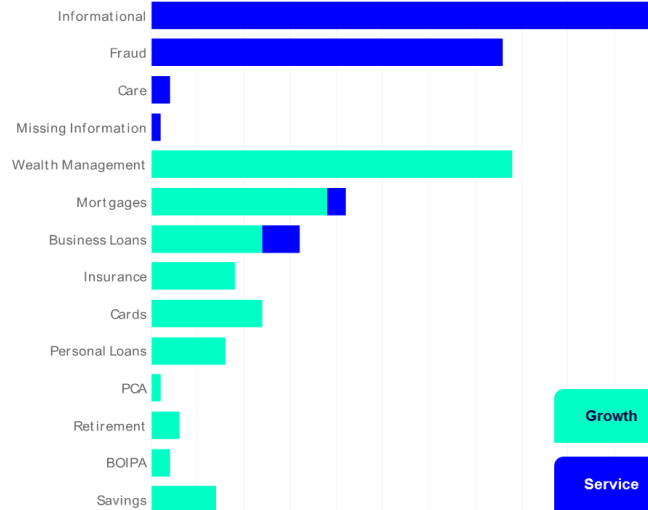


Bank of Ireland

295 NBA Delivered
218 NBA Active in CEE



NBA CATEGORY

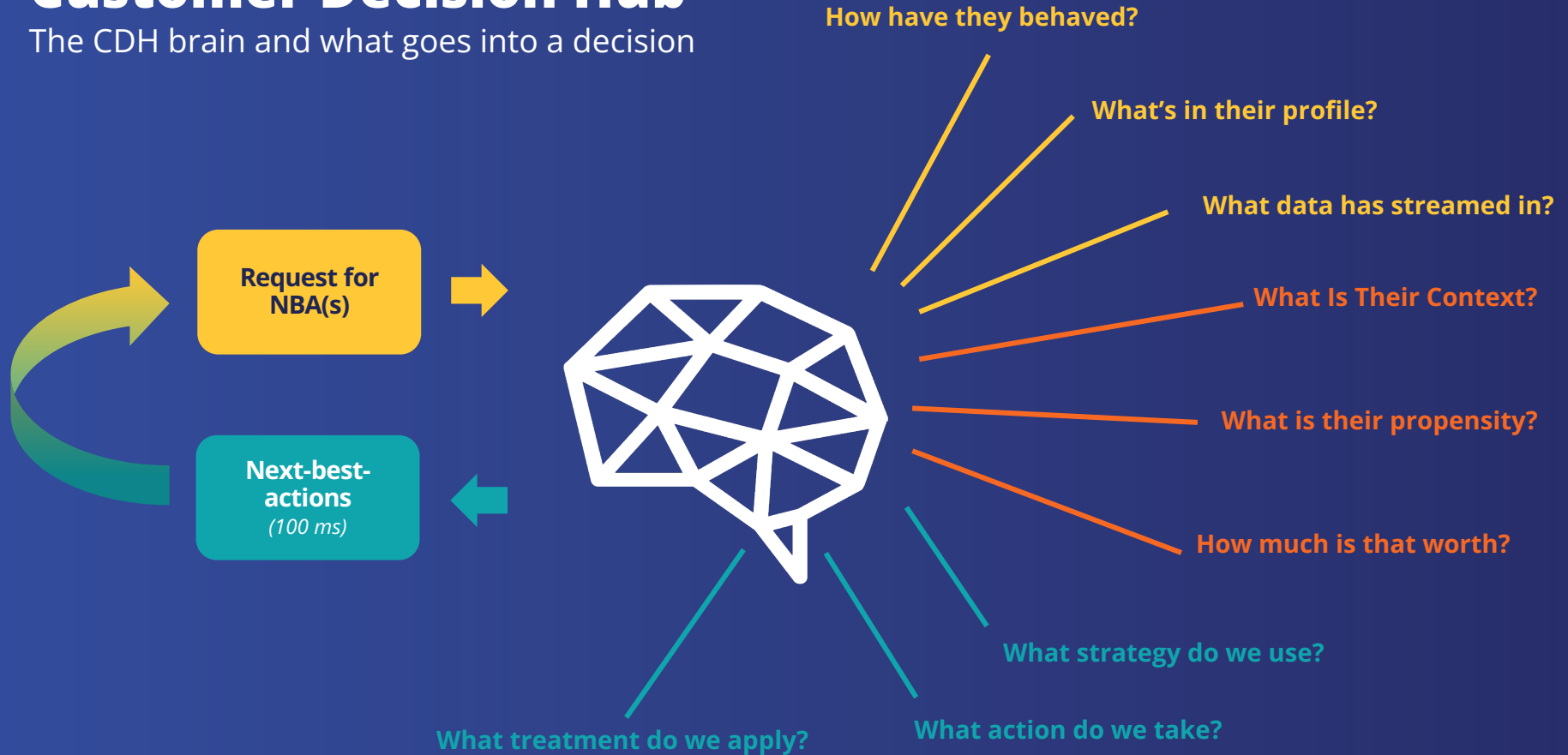


Growth

Service

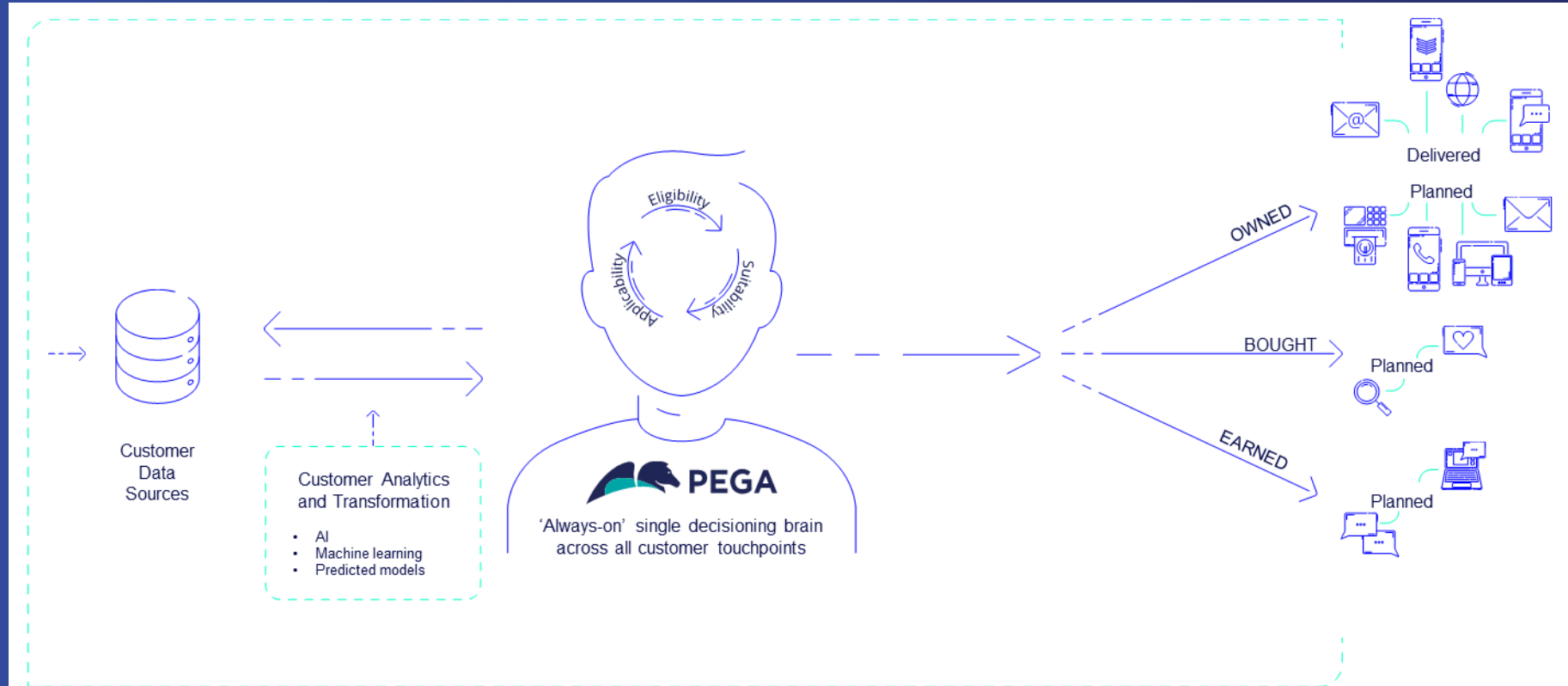
Customer Decision Hub

The CDH brain and what goes into a decision



Customer Decision Hub

The CDH brain and what it looks like in Bank of Ireland



Customer Decision Hub

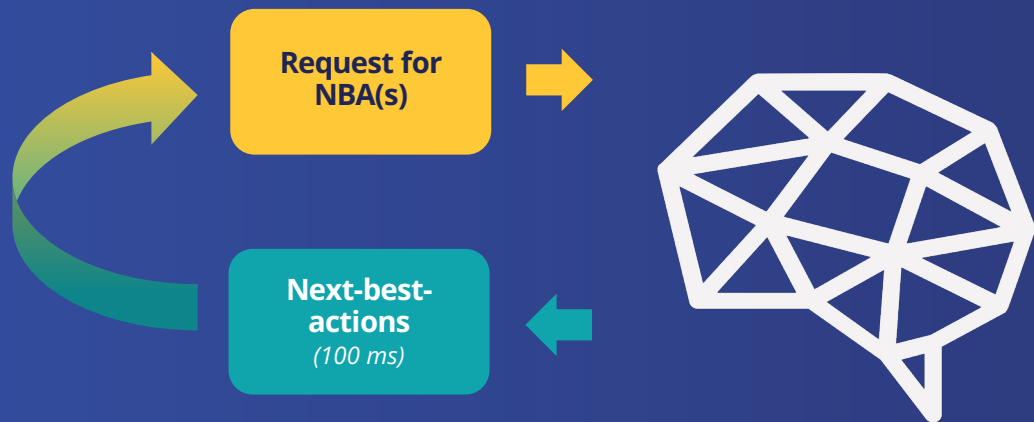


Customer action library

Engagement policies

Constraints

Arbitration



The next best action(s)

The right message, paired with the right treatment, delivered at the best time, in the preferred channel



Web



In-person



Chat

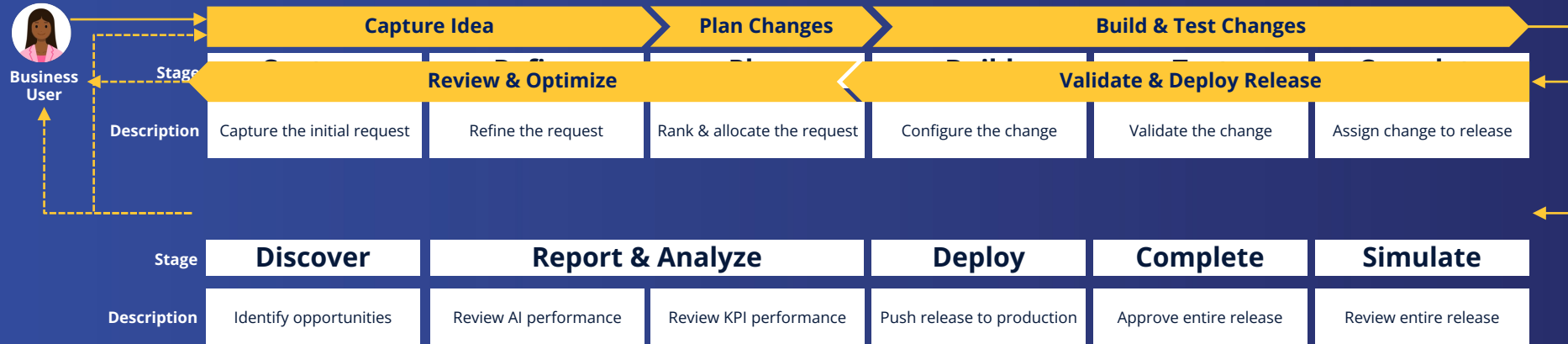


Mobile

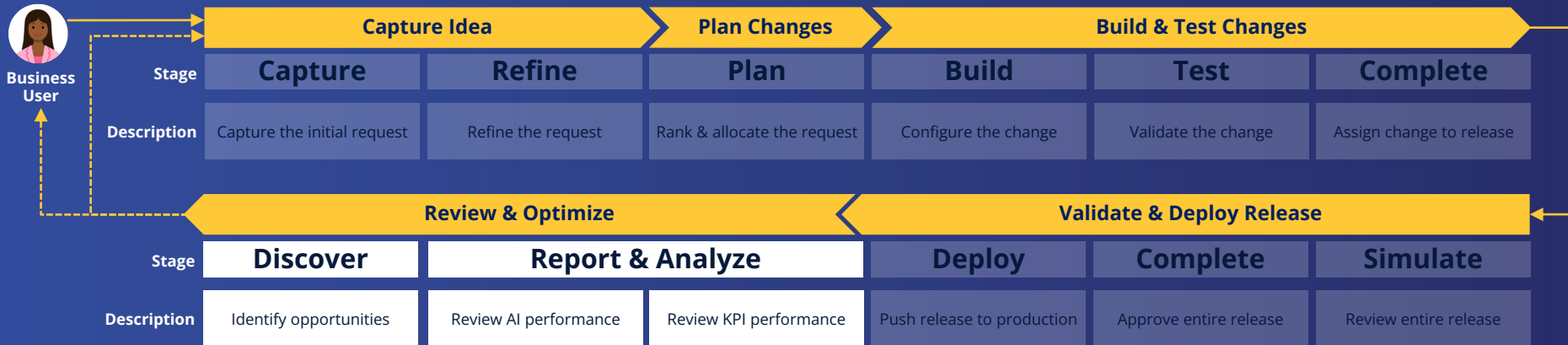


Email

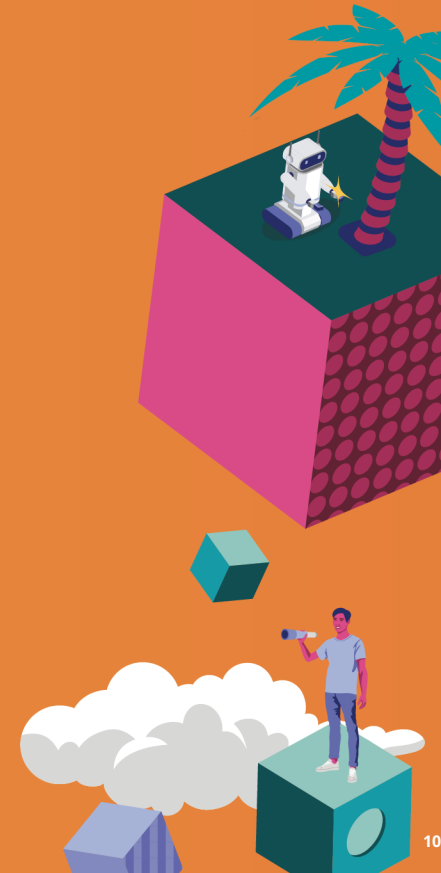
Business Operations Process



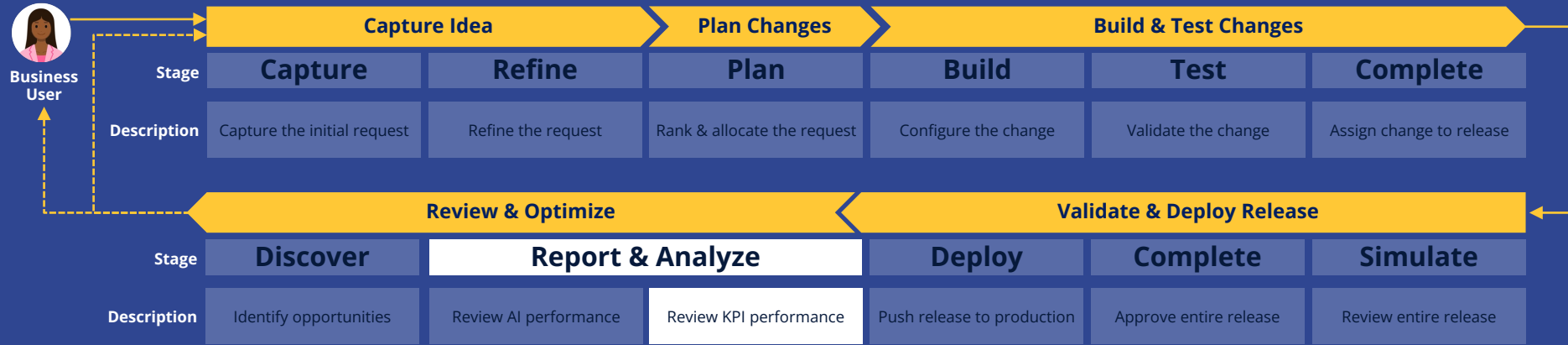
Reviewing And Optimizing Your CDH Performance



Reviewing your KPI performance

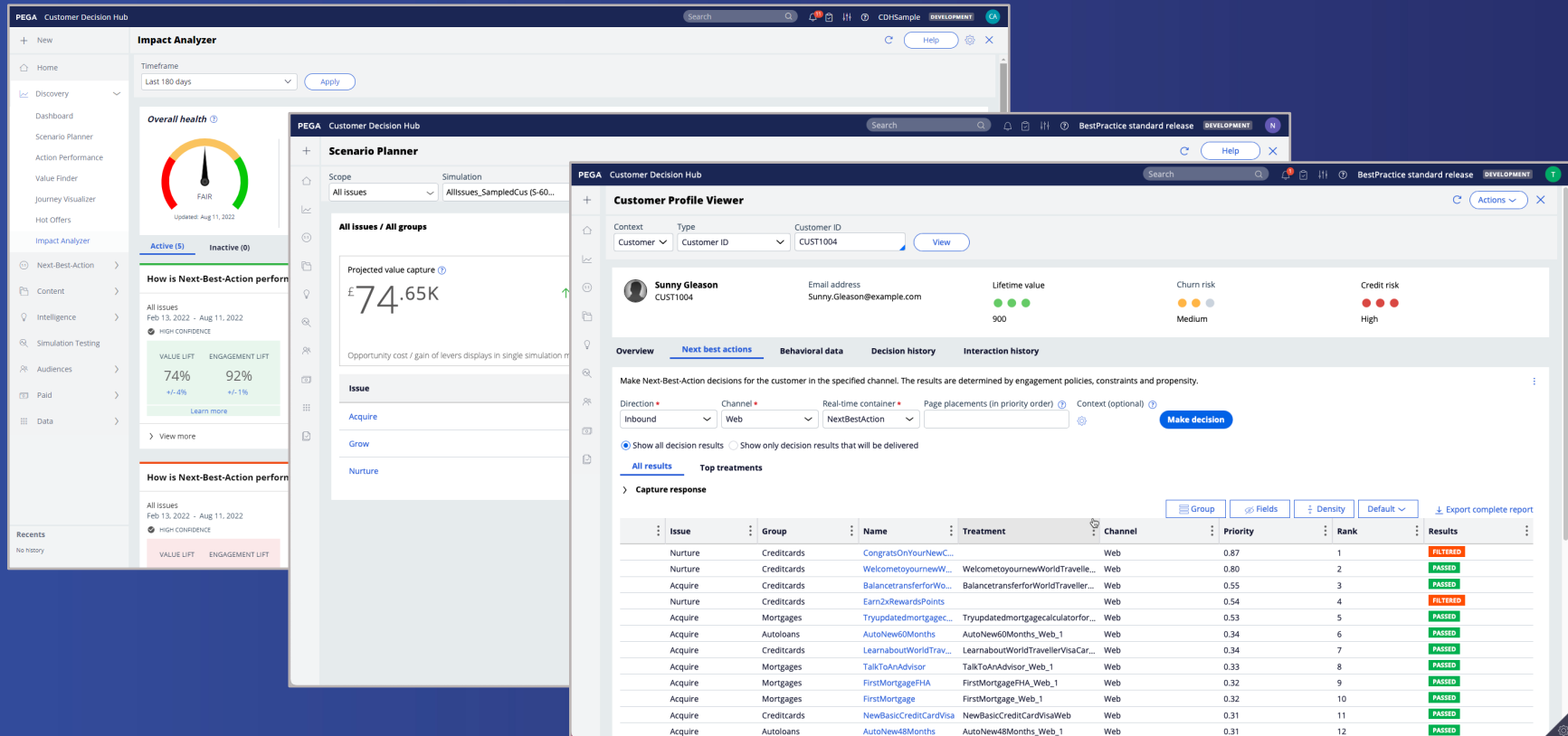


Reviewing Your KPI Performance

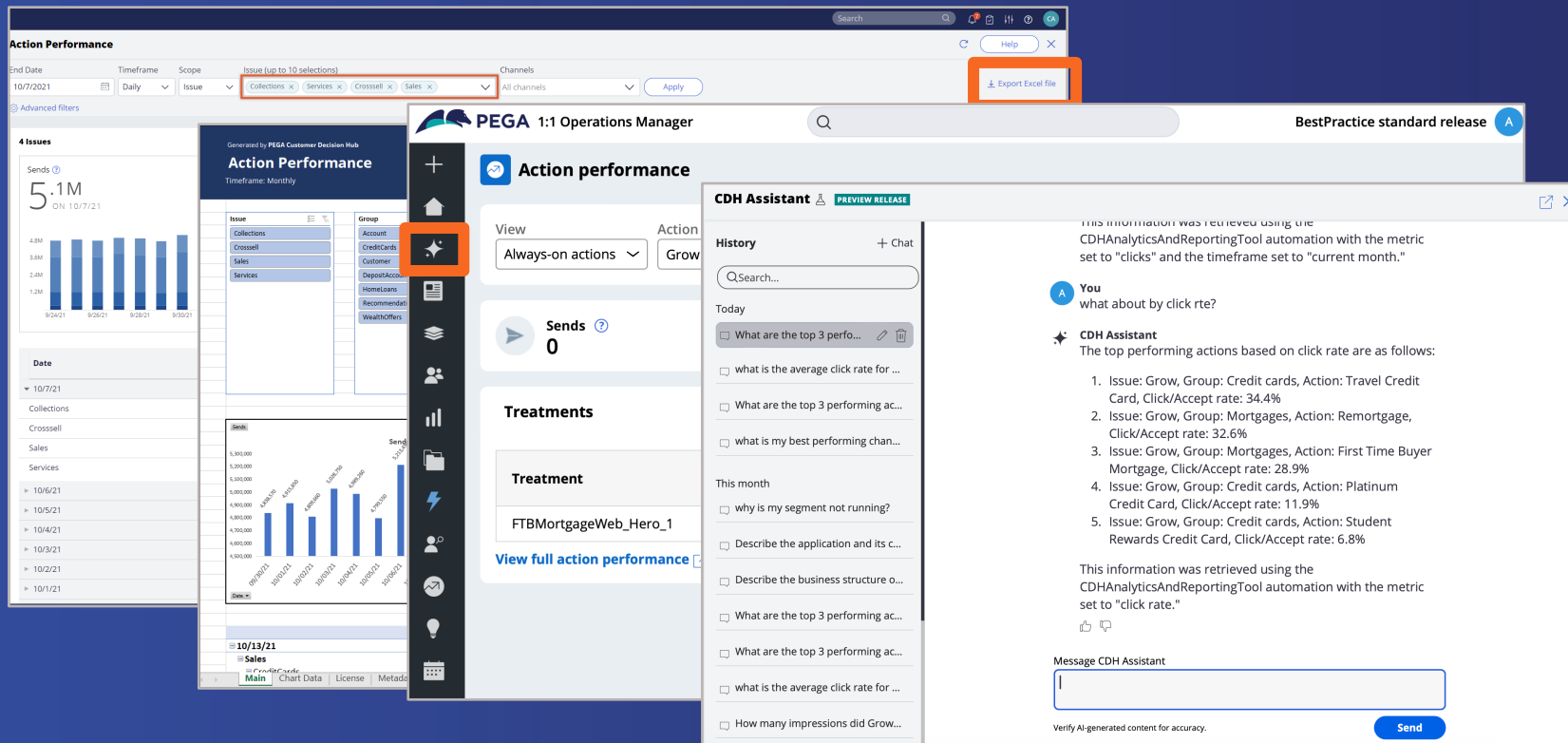


- How is my NBA Framework performing?
- How are my NBAs and channels performing?
- How are my NBAs impacting the business?

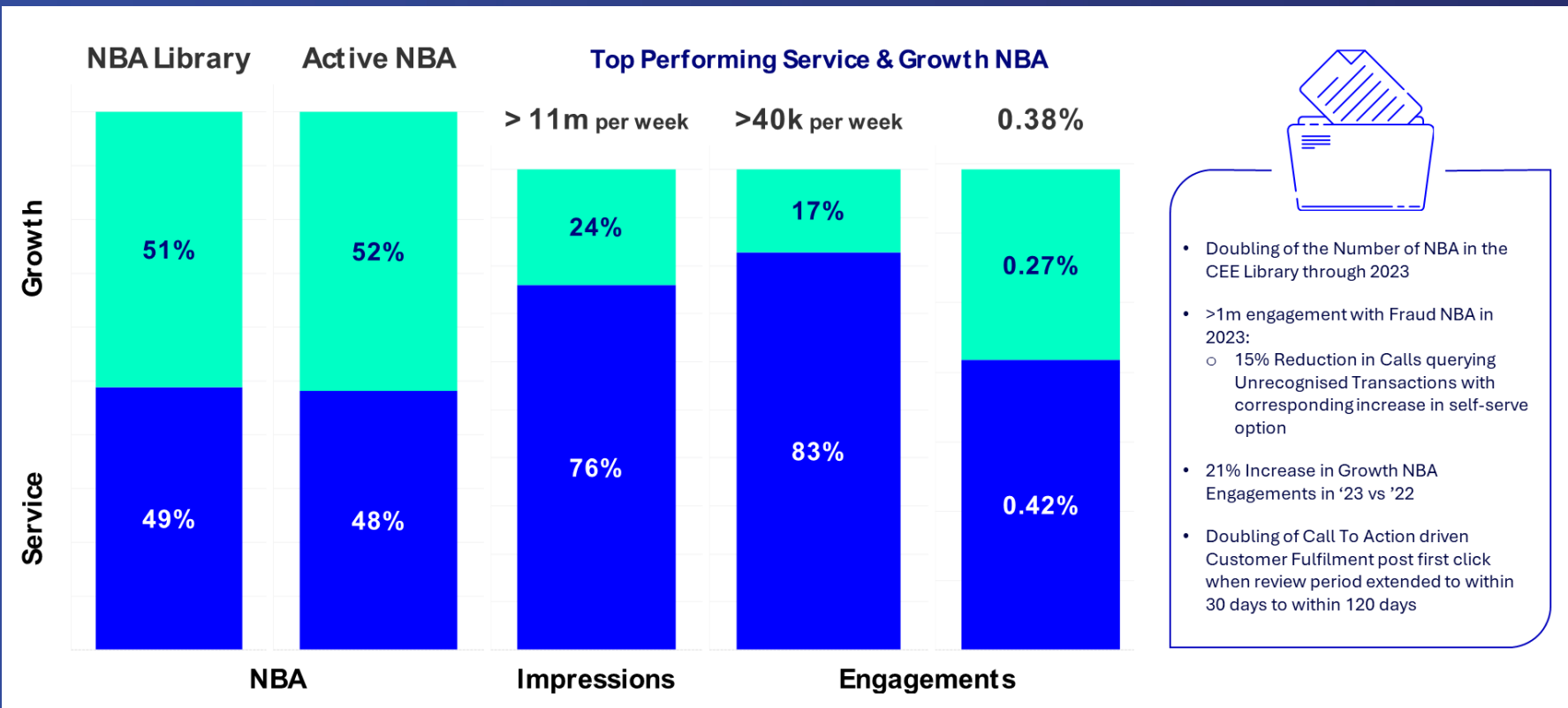
How Is My NBA Framework Performing?



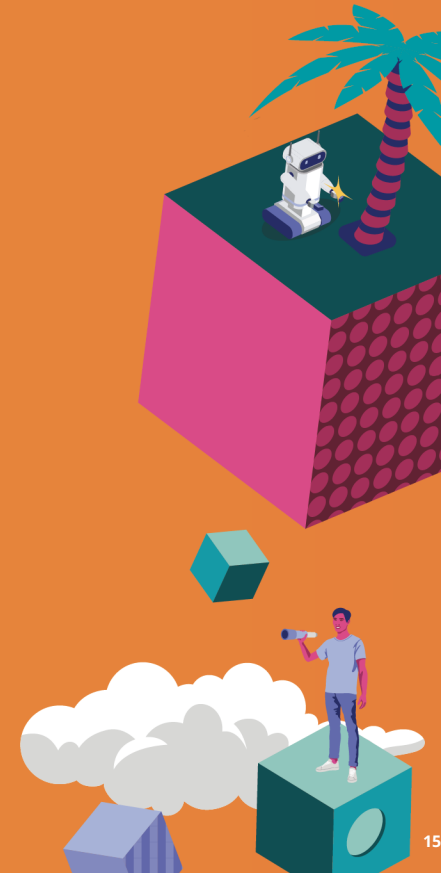
How Are My NBAs & Channels Performing?



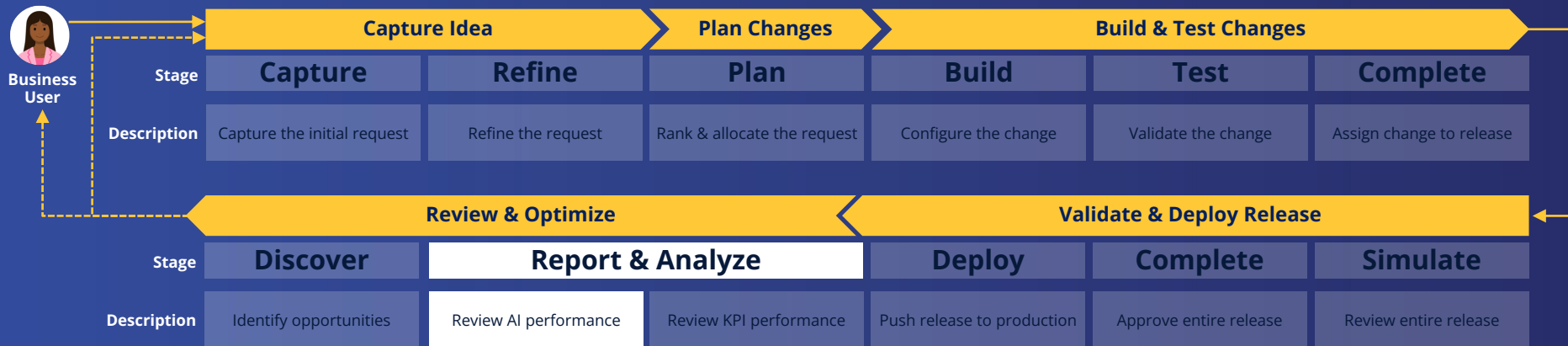
Bank Of Ireland KPI Dashboard



Reviewing your AI performance



Exploring The Report & Analyze Stages



- How are my adaptive and predictive models performing overall?
- What do the adaptive models look like for specific actions and treatments?
- How can I understand what is driving my my adaptive model performance?

How Are My Adaptive Models Performing?

PEGA Customer Decision Hub Impact Analyzer

How is adaptive model propensity against a random propensity?

All issues

● HIGH CONFIDENCE

VALUE LIFT ENGAGEMENT LIFT

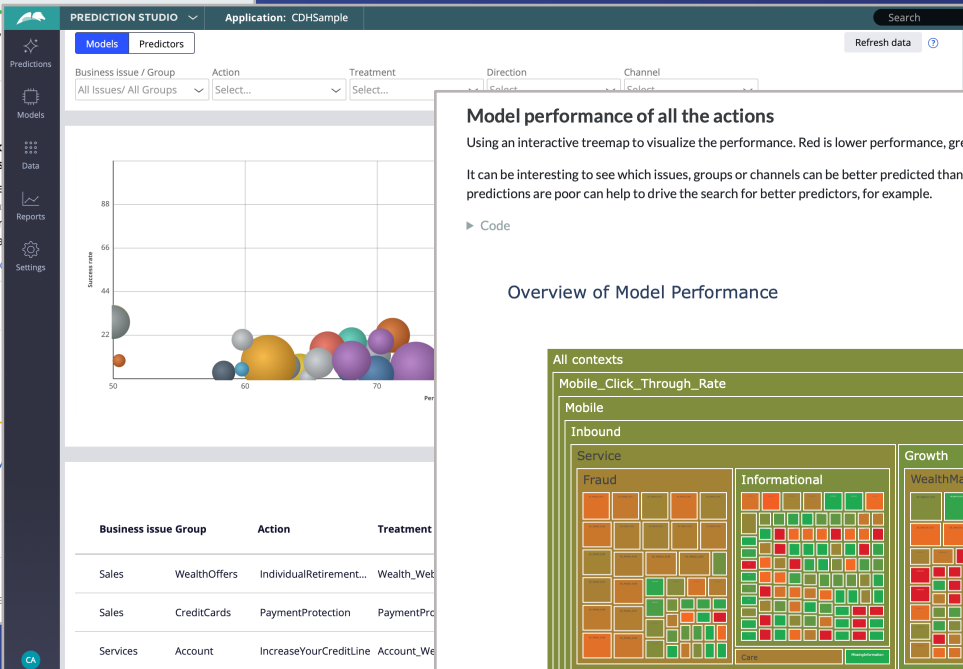
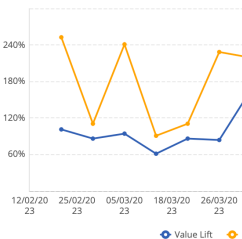
77% 150%

+/- 12% +/- 4%

[Lift details](#)

View less

Weekly value and engagement lifts (week



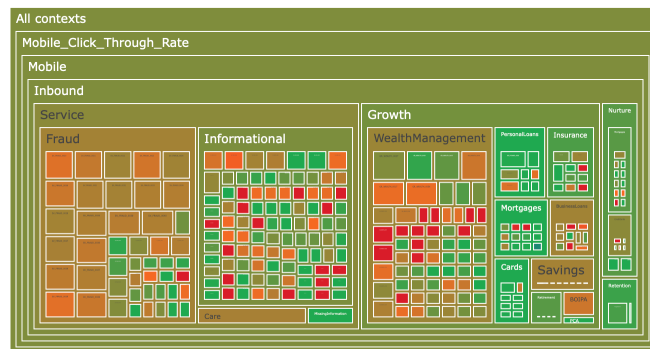
Model performance of all the actions

Using an interactive treemap to visualize the performance. Red is lower performance, green is higher (better) performance.

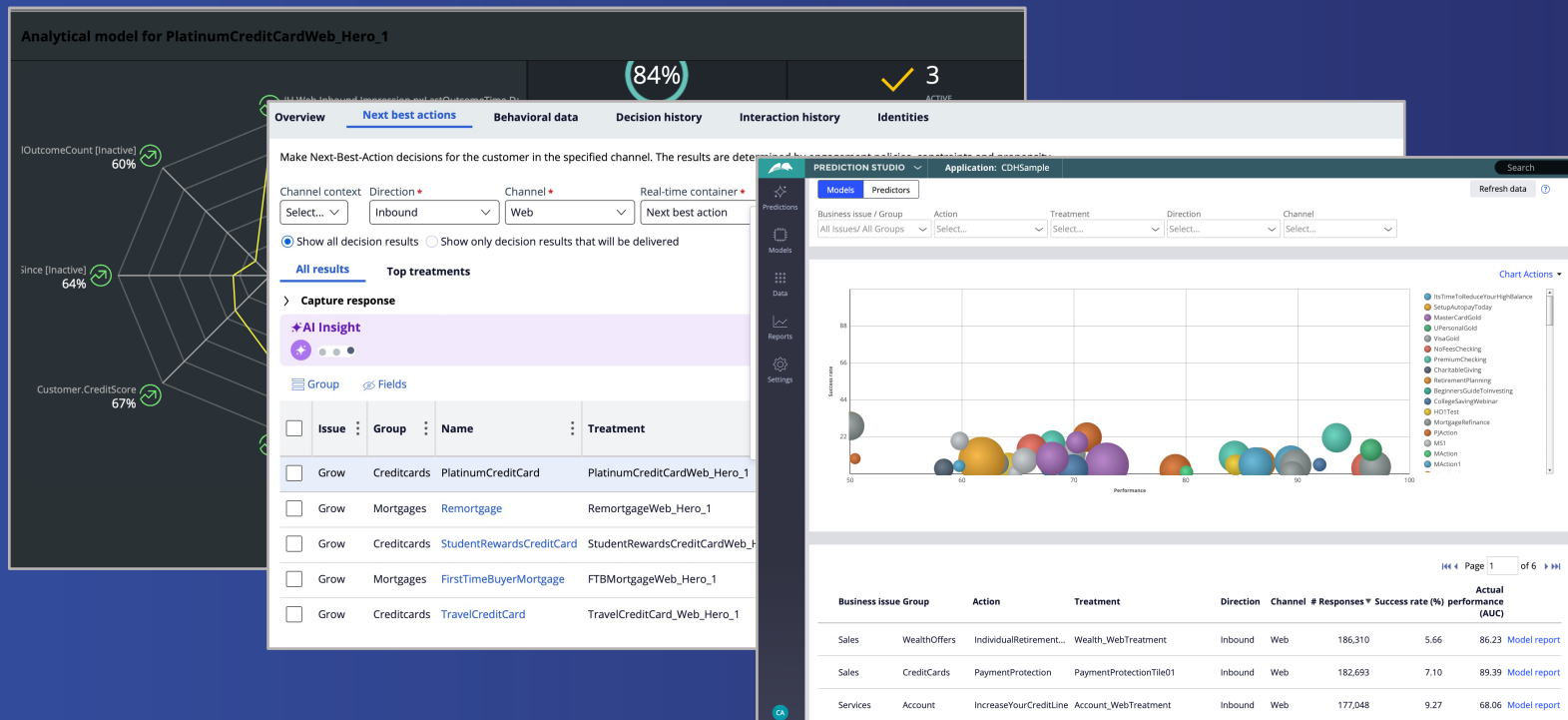
It can be interesting to see which issues, groups or channels can be better predicted than others. Identifying categories of items for which the predictions are poor can help to drive the search for better predictors, for example.

► Code

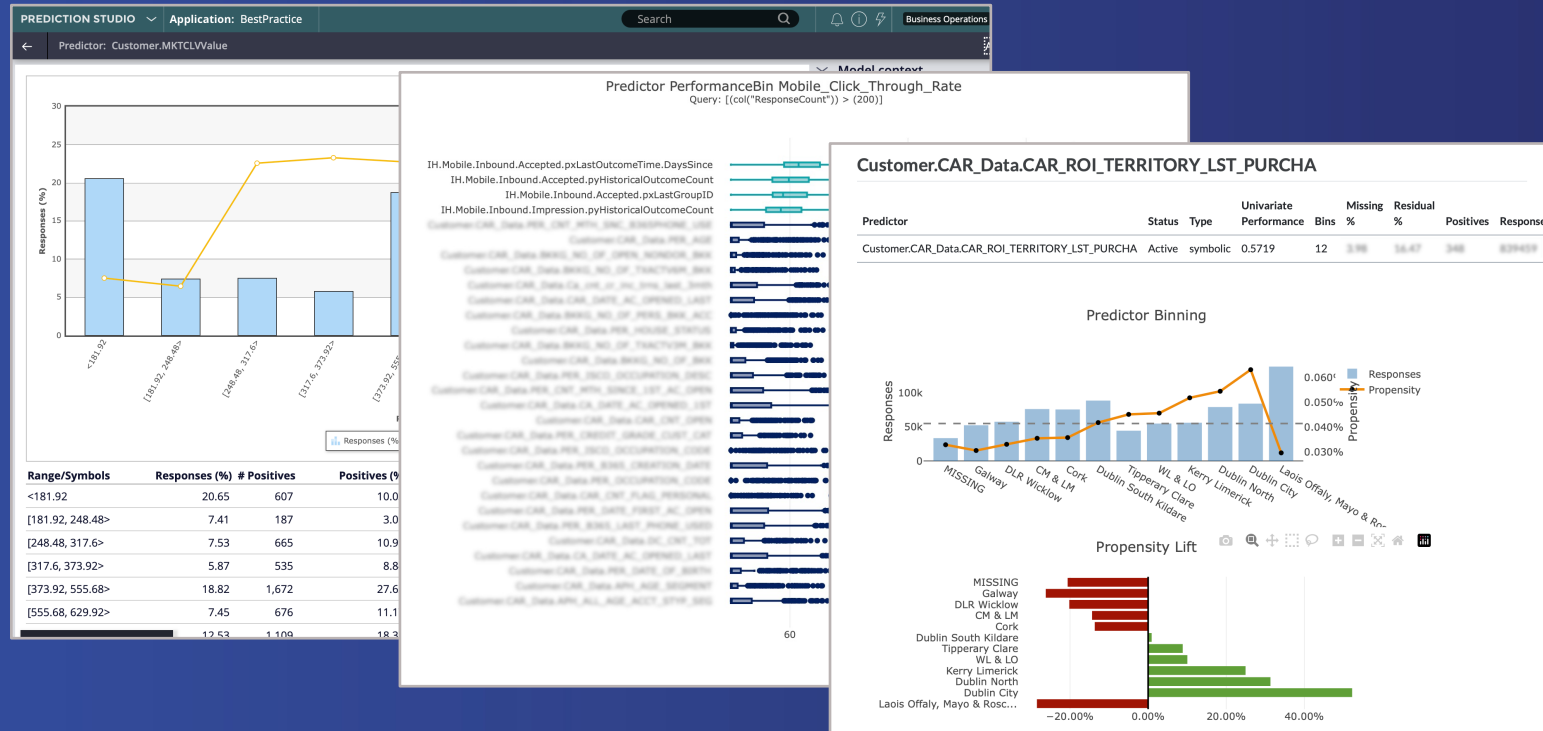
Overview of Model Performance



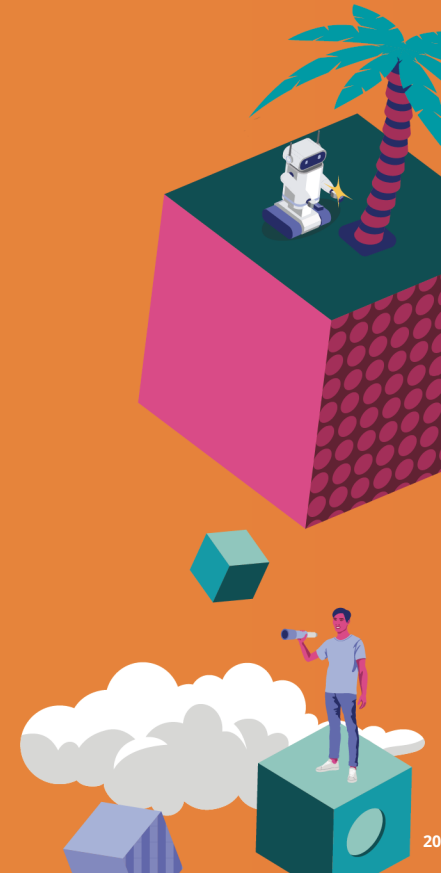
How About Specific Actions And Treatments?



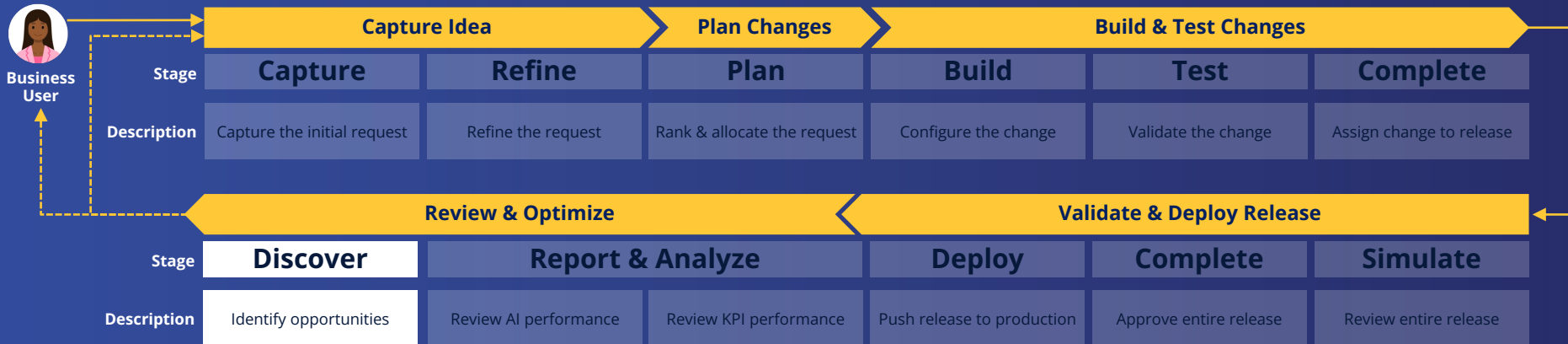
What Is Driving My Adaptive Model Performance?



Identifying opportunities

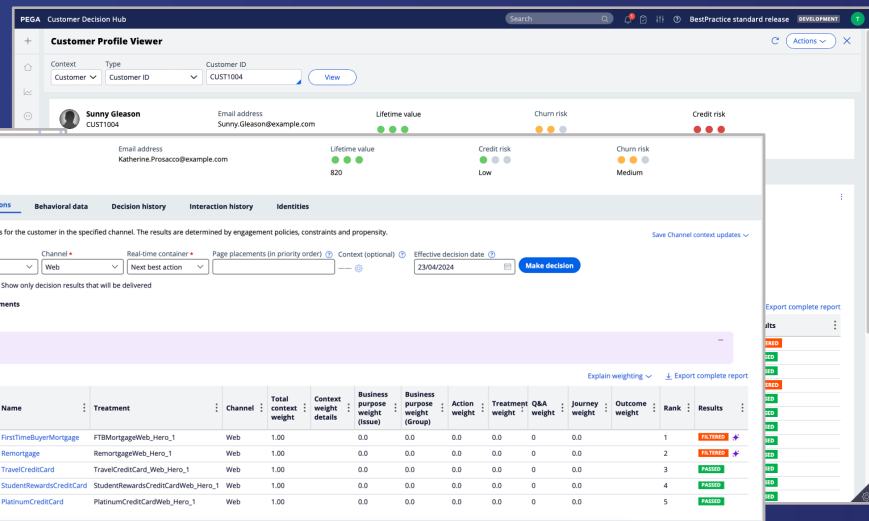
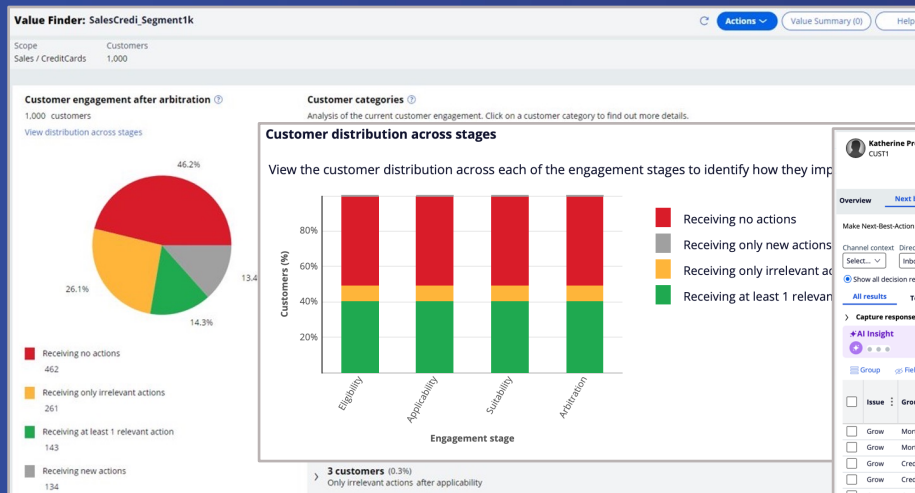


Exploring The Discover Stage



- How can I find opportunities to improve my framework configuration?
- How can I find opportunities to improve the quality and volume of my actions and treatments?
- How can I find opportunities to improve my adaptive models?

How Can I Find Opportunities To Improve My Framework Configuration?




How Can I Find Opportunities To Improve The Quality & Volume Of My Actions And Treatments?

Value Finder: SalesCredi_Segment1k

Scope: Customers
Sales / CreditCards: 1,000

Customer engagement after arbitration
1,000 customers
[View distribution across stages](#)



Category	Percentage	Count
Receiving no actions	46.2%	462
Receiving only irrelevant actions	26.1%	261
Receiving at least 1 relevant action	14.3%	143
Receiving new actions	13.4%	134

Analysis of customers

Recommendation
Create more relevant actions or attractive treatments for the identified customer groups to better engage them.

658 customers (8.9%)
Only irrelevant actions after eligibility
The following groups of similar customers only receive irrelevant actions after the eligibility criteria are applied.

Top discovered groups

Customer group A
Receiving only irrelevant actions
56.2% (370 of 658)
Description
CLV is not Medium
CredITScore is between 394.78 and 587.78

Customer group B
Receiving only irrelevant actions
36.9% (243 of 658)
Description
Not in group A
CLV is not Medium
Age is greater than 39
CredITScore is less than or equal to 394.78

Automated insights and generated recommendations
Pega GenAI™ has created new suggestions to improve your messaging! Last run August 8, 2023 at 3:57:16 PM UTC

NEW INSIGHTS | ACTIONED INSIGHTS

Define action details
Due 1 day from now

Channels
+ Add channels

Email channel group
Treatment 1
Caldin's principle of social proof • Informal

Configure AI
Principle: Caldin's principle of social proof
Tone: Informal
Generate fields: ☒ Headline ☒ Subject ☒ Body ☒ Image
Generate treatment: Emphasis on the health benefits of the program
Buttons: Cancel, Preview prompt, Generate

☐ Choose existing treatment
☒ Request new treatment
Name: Loyalty Awareness Promotion Email 1
Identifier: LoyaltyAwarenessPromotion_Email_1
Key code:
Type: External
Give it a tracking number:

How Can I Find Areas To Improve My Adaptive Models?

PREDICTION STUDIO Application: CDHSample Search

← Adaptive Model : Web_Click_Through_Rate

Monitor Predictors Outcomes Settings

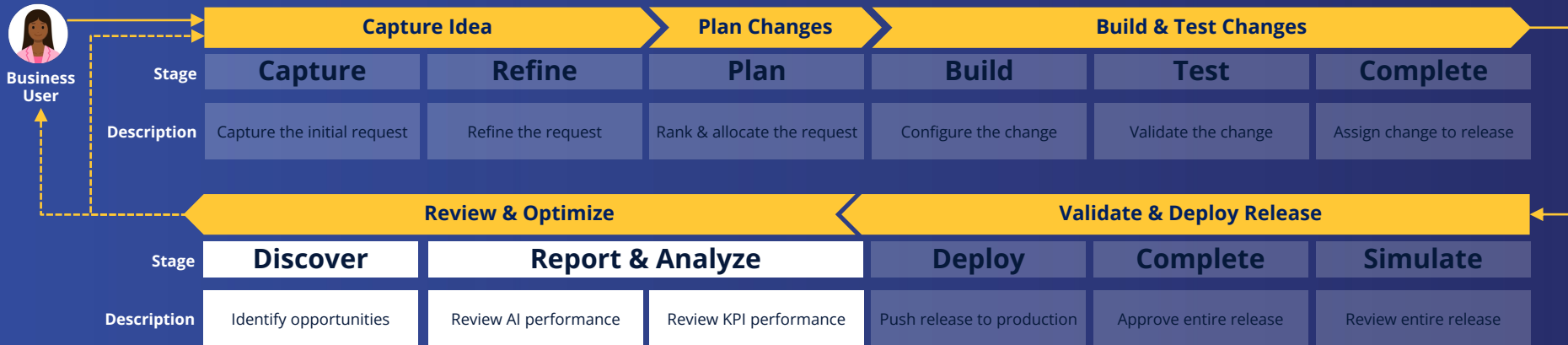
Models Predictors **Potential predictors** PREVIEW RELEASE

Pega AI continuously evaluates data model properties to suggest the best predictors for Adaptive Models. It calculates the Mutual Information score between each property and the actual behavior using a sample of inferences. A higher score indicates a stronger predictor. This helps Pega AI identify the most promising candidate predictors, improving the accuracy of the predicted behavior.

Name	ID	Page	Field type	Role	Mutual information
Age	Age	--	Integer	Potential predictor	0.52
Annual Income	AnnualIncome	--	Decimal	Potential predictor	0.52
City	City	--	Text	Potential predictor	0.52
CLV designation	CLV	--	Text	Potential predictor	0.52
Customer lifetime value	CLV_VALUE	--	Decimal	Potential predictor	0.52
Credit Score	CreditScore	--	Integer	Potential predictor	0.52
Facebook	Facebook	--	Text	Potential predictor	0.52
MailingAddress	MailingAddress	--	Text	Potential predictor	0.52
Net wealth	NetWealth	Customer	Decimal	Predictor	0.52
Full Name	pyFullName	--	Text	Potential predictor	0.52



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Questions?





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