



Be there.





Pega gives P&G the power
to make the absolute most out
of every customer interaction.
But it's not about using data and AI
to just manipulate outcomes –
it's about using decisioning to be a
better partner to customers.
To be more empathetic. More supportive.
More genuine. And ironically? More human.
There are millions of brands out there.
A few very special ones are truly there for their
customers in meaningful ways.
We can make you one of them.



**Smarts are
a must
to win
their trust.**

Pega's centralized dashboard allows you to unify customer intelligence across all channels and legacy systems. And with always-on adaptation, new strategies and messages can be deployed in hours, not days or weeks. So no matter how customers interact with you, every experience is effortless, frictionless, and timely – letting you become a helpful, relevant, meaningful part of their lives.



**Turn
overwhelmed**

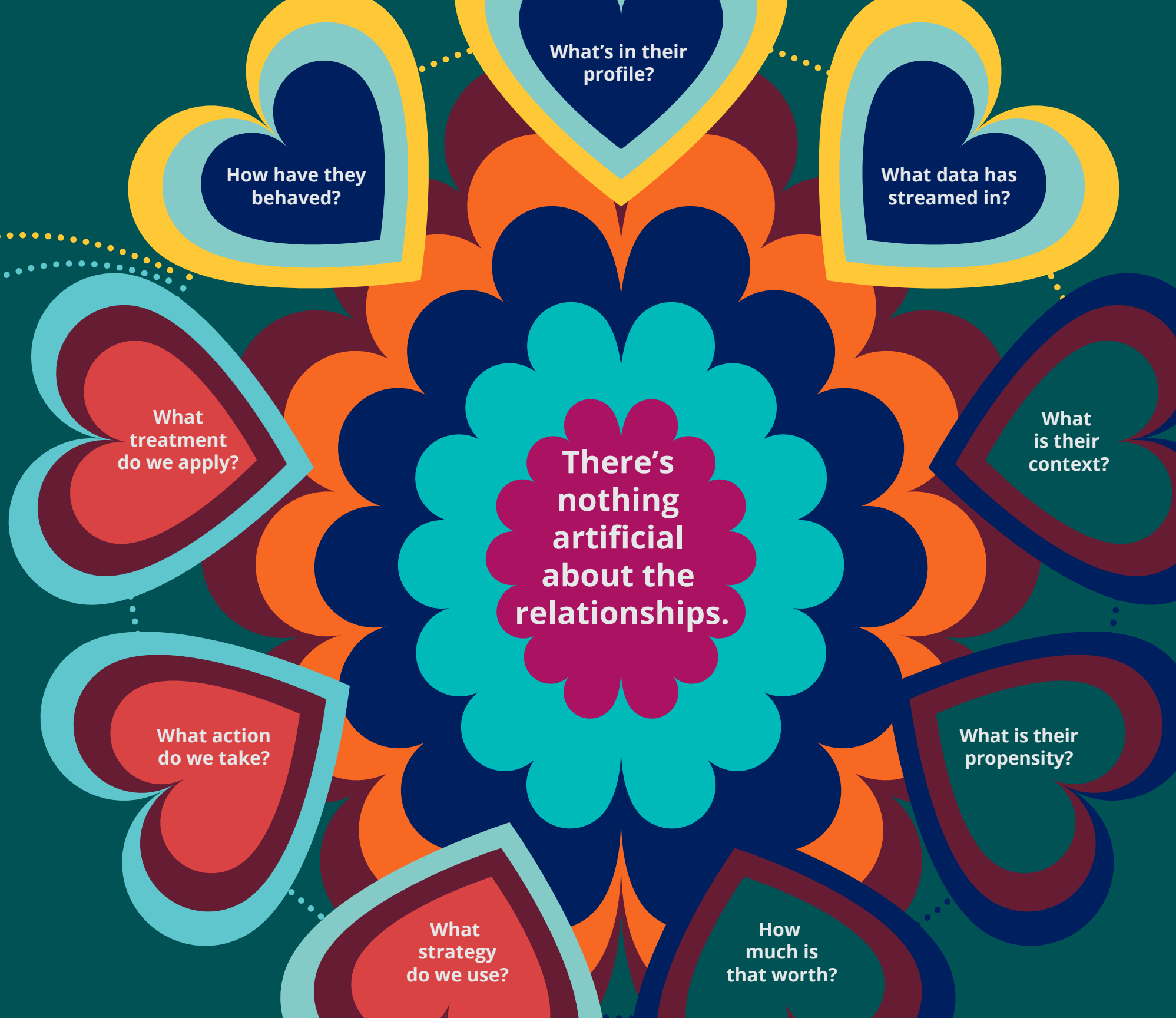
into

Pega's industry-leading next-best-action capabilities surface and interpret all the information you need to keep every customer conversation seamless and relevant – whenever and wherever it happens. Our AI-powered decisioning tools crunch millions of data points in real time, revealing the best possible offers and solutions for every single individual, at every step in their journey. So your customers get treated with understanding, and you get real value and increased ROI.

overjoyed.

3-6x
increased response
and conversion
rates

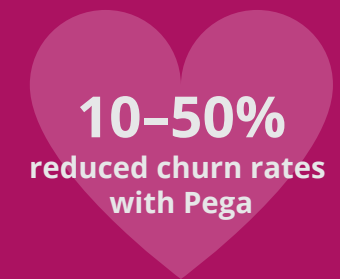
Pega's AI-driven Customer Decision Hub™ is constantly learning, adapting, and cross-connecting siloed data for you – so you can consistently create hyper-personal, in-the-moment experiences that will enhance how customers see you.






**When customers
rely on your brands,
your company
relies on you.**

Pega's predictive, self-optimizing analytics let you easily spot at-risk customers ahead of time – so you can make tailored retention offers that reduce churn. Pega empowers you to proactively build brand loyalty for the long term with supportive solutions and strategies that ensure the best possible outcomes for your customers and your product lines.



10–50%
reduced churn rates
with Pega

The background features a series of overlapping, curved bands in various colors including red, orange, yellow, green, blue, and pink. A dotted white line forms a curved path through the center of these bands. The overall aesthetic is modern and vibrant.

**Ready to inject a
bit of magic into
your relationship
with Adobe
and SFDC?**

Instead of isolating logic into channels, using outdated and incomplete data, pushing irrelevant offers, and addressing only a subset of your customer channels, be proactive. Preemptive. Personal. Engaging.

Pega will kickstart your relationship with AI, so you can make the authentic, relevant, personal impressions on your customers that can lead to real growth and serious success in the form of:

- Reduced retention discounts
- Increased revenue and profit levels
- Customer lifetime value of more than \$150 million



Customers seeking intelligent, sensitive, caring brands for immediate support and long-term connections.

Vodafone embraced Pega's "always-on marketing" approach with its customers, and saw a 300% improvement in offer acceptance.

EE deployed Pega's next-best-action retention and cross-sell recommendations and experienced a 62% increase in revenue from cross-sell/upsell.

Sprint increased its upgrade rates by 800% with Pega, using context to predict when customers were most likely to accept offers.





To learn more, visit pega.com/pg.

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