



Pega Customer Service Pricing Matrix

August 2023

Pega Customer Service Editions

Case Management Edition	Enterprise Edition	Digital Customer Engagement Edition
Infuse best-in-class case management into your existing desktop	Empower your agents with a powerful desktop for increased productivity	Digitally transform your omni-channel engagement
From \$97	From \$165	From \$260

User-based pricing
Priced per user/month

Consumption-based pricing¹
Priced per customer service case

Or
Pricing Upon Request

		Includes Pega Infinity™ Platform, plus	Includes Case Management Edition, plus	Includes Enterprise Edition, plus
Customer Journeys/ Workflows	Business Rules, Workflows, Case Management - Improve employee productivity and deliver rapid, personalized service to customers	•	•	•
	Out-of-the-Box Microjourneys - Specific customer workflows focused on business outcomes	•	•	•
	Comprehensive Audit Trail	•	•	•
	Unattended Robotic Process Automation (RPA)	•	•	•
	Attended Robotic Process Automation (RPA)	\$	\$	\$
Integrations	Connectors and Adaptors - Interface with external systems	Unlimited	Unlimited	Unlimited
	Live Data - Easily define data required and access it in running application - without having to worry about how and where the data is stored	•	•	•
	DX API - Run Pega cases inside other agent facing applications using modern development tools such as Angular and React	•	•	•
	Process Extender for Salesforce Lightning - Run Pega cases inside Salesforce	•	•	•

¹ Case-based pricing sold in blocks of 10,000 cases per year. Examples of cases include address change, billing inquiry etc. Each service interaction may generate one or more case.

Industry applications	Financial Services - Retail and commercial			
	Insurance - Property & casualty and life			
	Communication - Service Providers			
	Healthcare - Member and provider servicing			
Agent & Supervisor Productivity	Role-based Agent Desktop – Unified agent desktop that provides full visibility into customer journey			
	Back Office Portal – Enables back-office employees to interact with customer service cases			
	Personalized Interaction Coaching			
	Customer Surveys			
	Personalized Dashboards & Analytics			
	Knowledge Management for Employees - Employee access to knowledge articles, troubleshooting, and authoring tools			
	Intelligent Guidance – Suggests actions, coaching, and guidance in real-time during live interactions based on easily configurable business rules			
	Customer Decision Hub Recommendations – AI powered <i>Next Best Action</i> recommendations for customer-specific offers that optimize customer lifetime value (CLV)			
Voice engagement	CTI – Pre-built connectors to integrate with leading telephony platforms to provide screen pop and call control			
	Voice AI³ – Real-time speech-to-text intelligence, guidance, automation across live phone interactions			
Omni-channel digital engagement	Web Messaging (Chat)^{2,3} – Live web chat for both synchronous and asynchronous interactions			
	Digital Messaging – Provide live, personalized service on popular messaging platforms including Facebook Messenger, two-way SMS ² , Apple Messages for Business and WhatsApp ³			
	Messaging AI – Real-time intelligence, guidance, and automation across digital messaging/chat interactions			
	Email Bot For Agents – AI-powered email automation that improves productivity by leveraging NLP to detect intent, intelligently route to cases, and suggest responses.			

² Some messaging services may require separate licensing with a 3rd party to access.

³ Must run in Pega Cloud but can support customer service client cloud implementations

	Co-Browse³ – Customers securely share pages with agents: includes annotation, recording, and masking tools		\$	•
Self-Service	Self-Service UI Mashup & DX API – Embed your Pega case workflow with your current web/mobile interface	◆	◆	◆
	Intelligent Virtual Assistant – Use AI and NLP to resolve inquiries and provide self-service across channels including web, mobile, and supported messaging platforms	◆	◆	◆
	Intelligent IVR API – Use AI to resolve inquiries and provide self-service using your existing IVR	◆	◆	◆
	Email Bot for Self-Service – Automatically resolves inquiries without requiring an agent. Escalates to agent when required.		◆	◆
	Knowledge Management for Customers – Empower customers to consume knowledge via self-service channels.	\$	\$	\$

Cloud Services

Cloud Infrastructure & Support	Dev/Test, QA, And Production Environments	•	•	•
	Single-Tenant Virtual Private Cloud	•	•	•
	Hybrid Cloud Ready	•	•	•
	AI-Powered Performance Management	•	•	•
	24x7 Support	•	•	•
	Integrated DevOps	•	•	•
	No-Code Authoring	•	•	•
	Unlimited Online Training Via Pega Academy	•	•	•
	Pega Exchange Access – Easily extend your solution with prebuilt components	•	•	•

Contact for questions & quote: www.pega.com/contact-us | 617-374-9600

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