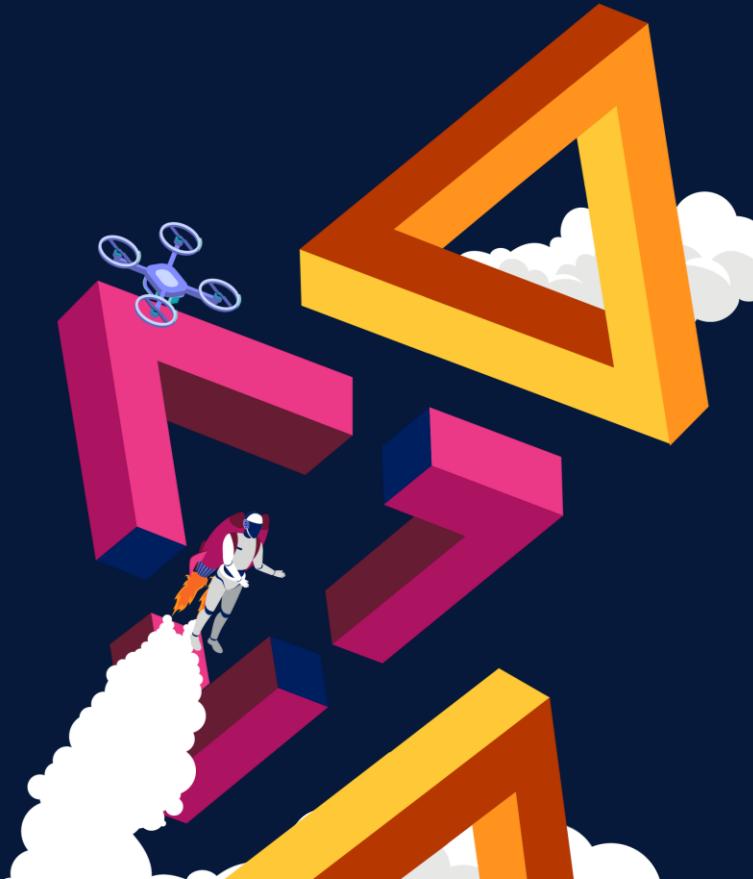




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The Future of Customer Engagement: From Blueprint to Bottom Line with Customer Decision Hub

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Pega GenAI™ ✨ **Blueprint**

Customer Engagement

Visualize and transform how you engage your customers to turn everyday moments into extraordinary experiences.

Current State Customer Decision Hub

Broad Roadmap Themes for Customer Decision Hub



World-Class Outbound Marketing



Enterprise-Scale Variation Testing and Monitoring



Transformative Blueprint & Agentic AI



Market Leading Data & Analytics



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