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The Future of Customer Service 2030

Finding the Missing Links in Your Path to Autonomous Service





Matt Lake

Sr. Director Product Management

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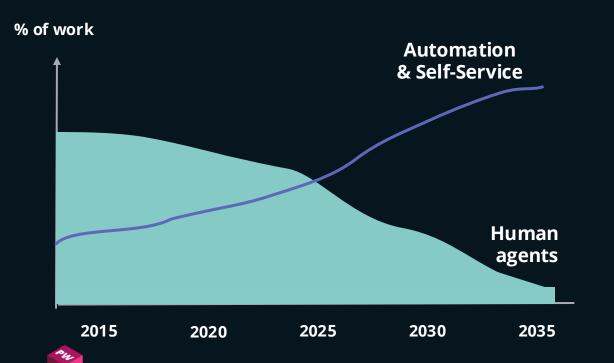
Director of Product Marketing

Pegasystems



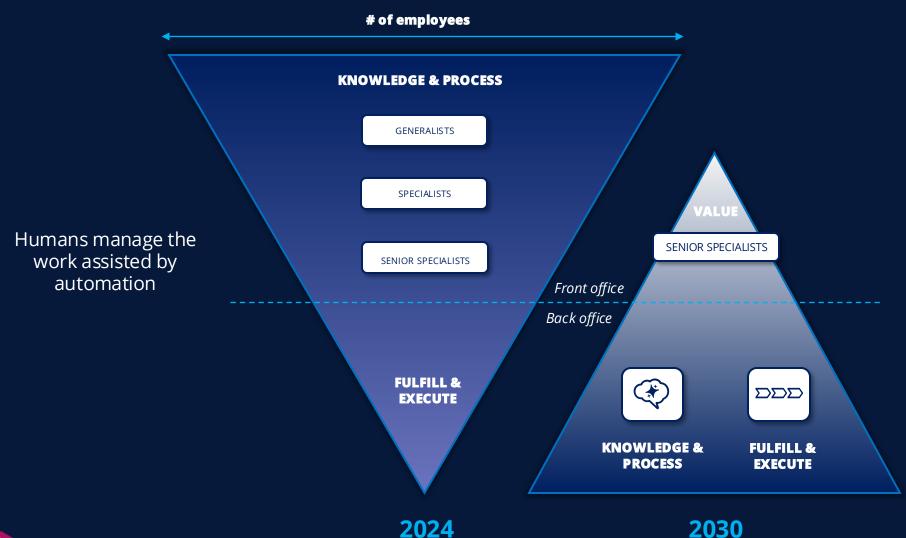
Gartner predicts that by 2026

Al will cut labor costs by \$80 billion*





A paradigm shift to service work



A.I powered automation manages the work, supervised by humans





Our vision the Autonomous Enterprise

where AI agents design, automate, and optimize decisions and workflows...

Organized around the work

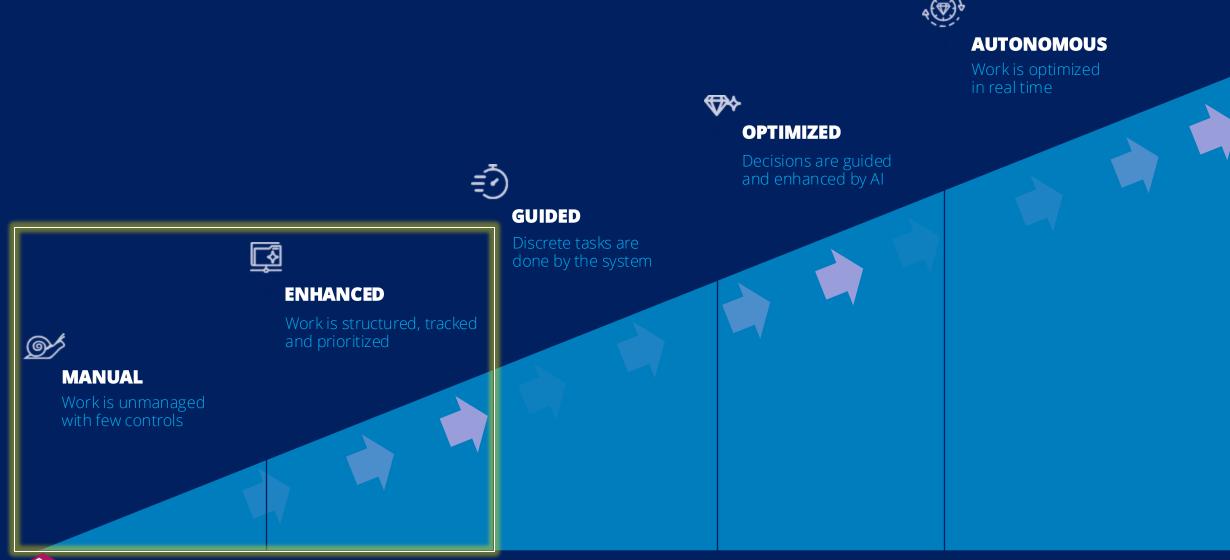
Architected for reliability, governance and continuous improvement

Built on best practices to break free from legacy and be future-ready



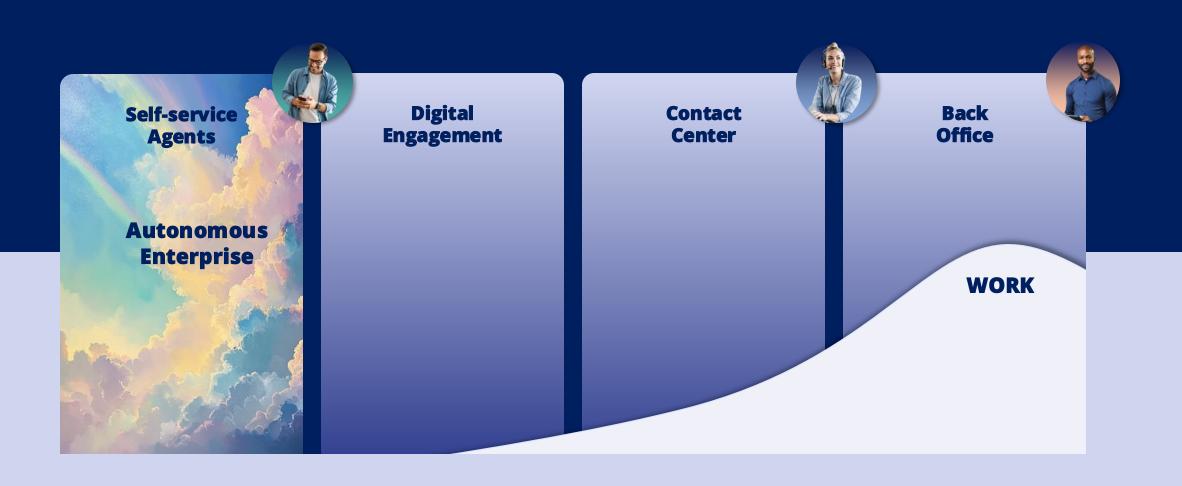


The proven path to service autonomy





Agentic AI will accelerate your path to the Autonomous Enterprise





The missing links
Critical Components for Autonomous Service



What is your Customer Service transformation goal?

Human Agent Reduction
• Reduce human agent-assisted interactions by 80%

- Achieve a customer-to-agent ratio of 50,000:1
- Transition 95% of all tier 1 and tier 2 support queries to self-service or automated channels.

Customer Effort Reduction

- Reduce resolution time to under 1 minute for 95% of cases
- Drive "no login, no wait" experiences for 90% of interactions

Self-Service Adoption

• Ensure 98% of customer queries are resolved via self-service portals, chatbots, or IVR.

Omnichannel Integration & Experience

• 100% of customer service interactions are tracked and analyzed in real-time

Agentic/Al-Driven Support

- Agentic Al to fully handle at least 90% of all incoming contact
- Resolve 70% of issues before customers reach out.

Workforce Transformation

- Upskill 100% of remaining human agents
- Reduce agent attrition by 70% through role transformation





Foundation Building

- Process Documentation & Standardization
- Workflow Structuring
- Knowledge Base Development
- Connection of critical functions



AHT reduction



Reduce cost per contact



Journey visibility & straight through processing time



Foundation Building

Back office

Autonomous Enterprise



Get more work done



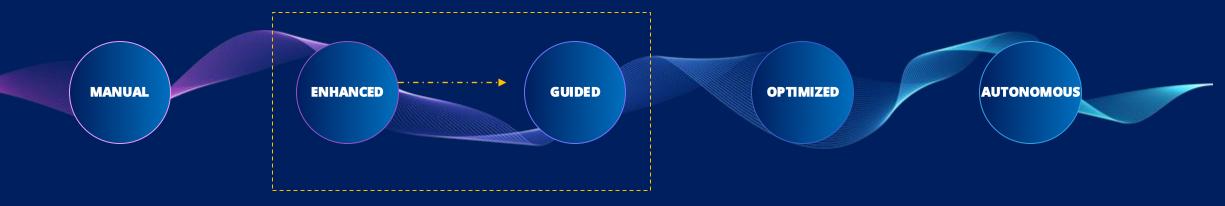
25% increase in productivity

"Traditionally, we've been using Salesforce as our case platform, but we found that that didn't give us the end-to-end process consistency that we were looking for, so this is part of the change."

Steve Power

Senior Director, Digitalization, Cisco





Guided Intelligence

- Intelligent routing implementation
- Advanced chatbot implementation
- Guided CSR interfaces
- Enhancement of omnichannel capabilities



Call deflection

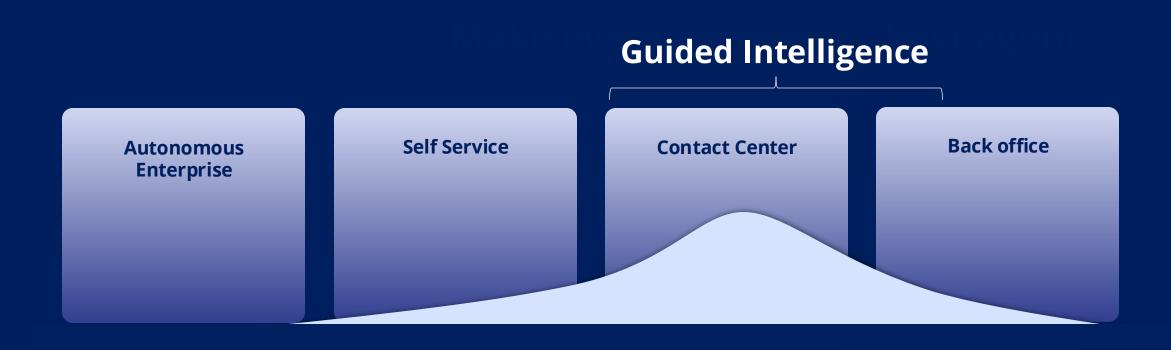


Reduction in repeat contact



CSAT/NPS improvements





Improve effectiveness





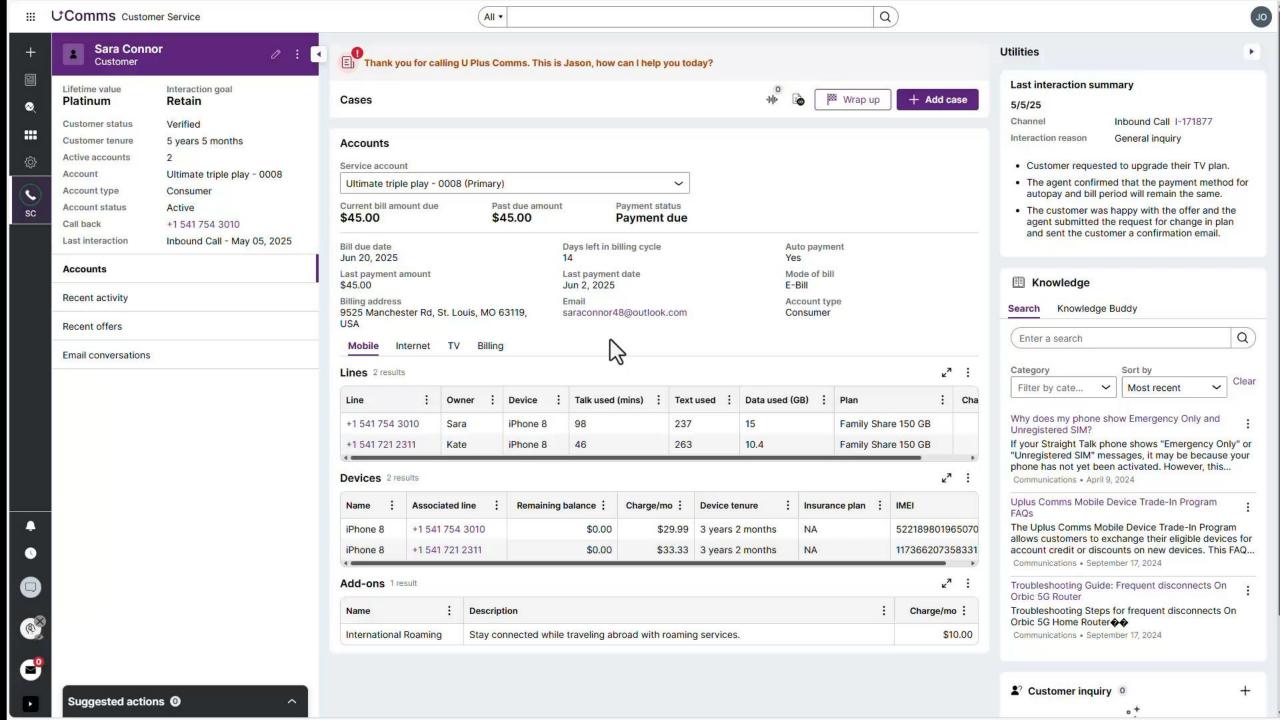
50% decrease in training time

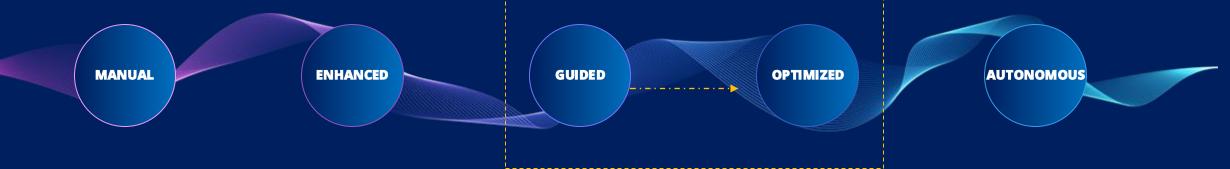
"What you're looking for [as a member] is somebody to be there in that journey when you need them most. And that's what Pega is doing with us."

Jenn Wade

VP Commercial Experience, Elevance Health









Digital containment



Case resolution time

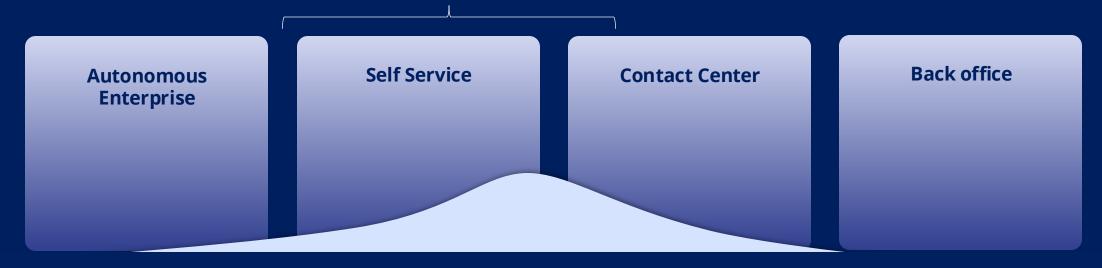


Reduction in headcount

Optimization Phase

- Deployment of decision support systems
- Automated case resolution for routine issues
- Integration of Agentic AI capabilities
- Development of continuous learning systems

Optimization phase



Increase digital containment





of highest volume inquiries

"Pega Customer Service captures and tracks everything that happened during that interaction. Representatives no longer have to spend their time typing up the lengthy notes after each call. Now they can spend time on serving our customers"

Shelia Anderson

SVP, Chief Information Officer, Aflac





Increase in selling opportunities



Contact reduction



CX optimization

Advanced Automation

- Autonomous decision-making for defined scenarios
- Real-time optimization capabilities
- Human-Al collaboration frameworks
- Advanced analytics for continuous improvement

Advanced Automation



Generate sales opportunities





30% increase in cross sell/upsell

"We're all about digital first. Pega is all about digital first... This is our platform to be able to simplify the whole servicing of a customer world."

Terry McCaul

Operations Manager, Virgin Media Ireland



Customer Service Simulator Experience

• **Experience firsthand** how Pega Customer Service & Al can improve CS operations

Engage in hands-on practice as a 'Voice or Chat Agent'

Receive real-time feedback and performance scores

Available now in the Innovation Hub

