



PegaWorld

JUNE 1-3, 2025 | LAS VEGAS

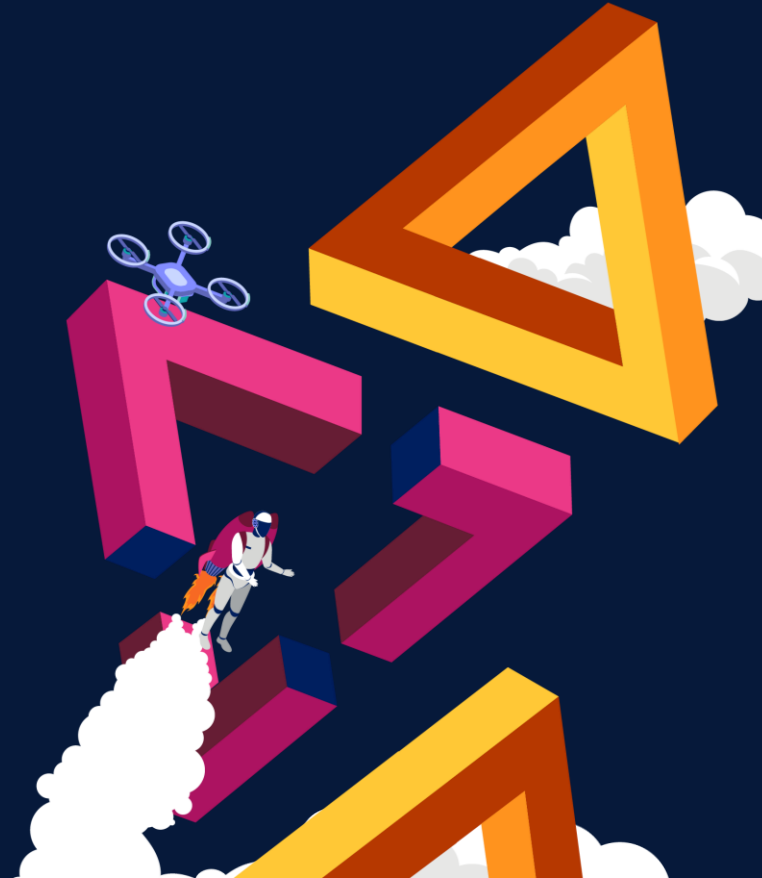
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Harnessing the Power of Agentic AI

Introducing Pega Self Service Agent
for Transformative Customer Engagement



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Self Service



Ambition



Reality





Implementation &
Design
Complexity



Ongoing TCO



Poor CX
Disjointed Experiences



Hi Mr Conlin, how can I help you today?

I am moving house, can you update my account?

P



I am sorry, can you rephrase that?

I want to change my address, can you help?

P



Would you like to me create a service request?

NO IDEA, can I just speak to someone, I'm confused

P



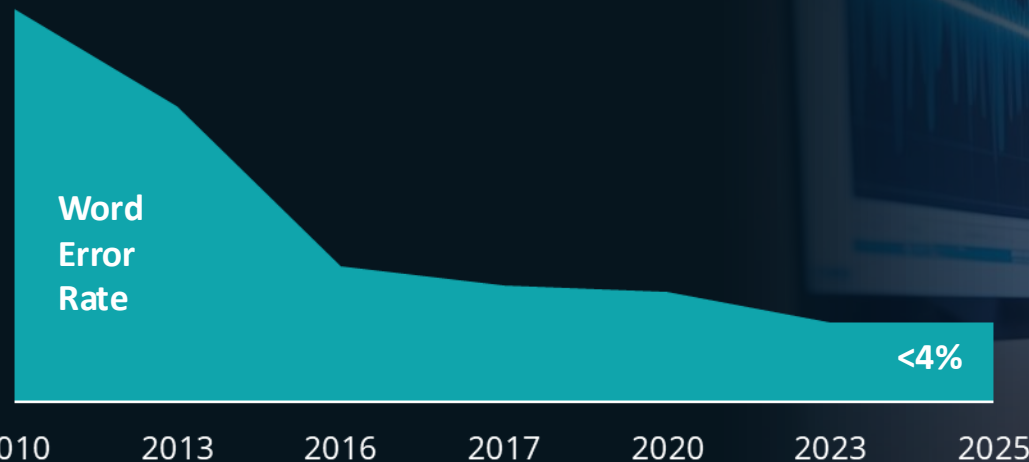
Sure but we're now closed, please call tomorrow on 0800 111555

Ambition >> Reality



Speech Recognition

Machines now more accurate than humans



<https://www.microsoft.com/en-us/research/wp-content/uploads/2016/02/CASST-2013-OverviewMSRD.pdf>
<https://arxiv.org/pdf/1301.3505>
<https://benchmarks.ai/switchboard>
<https://www.microsoft.com/en-us/research/blog/microsoft-researchers-achieve-new-conversational-speech-recognition-milestone/>
<https://www.v6informatics.com/haachen.de/publications/download/1130/ZhouWeiMichelWolfgangKazukiKitazakiMarkusSch%FCrRalfNeyHermann-TheRWTHASRSystemforIISLUMRelease2ImprovingHybridMMWithSpecAugment-2020.pdf>
<https://arxiv.org/pdf/2403.01255>
<https://dl.acm.org/doi/10.1145/3605019>

Conversational self-service can take weeks or months to create and maintain...

What gets in the way?

Every new
language



Collect and curate data

Train and test language models

Design and iterate conversational dialogues

Build hard-coded automations



Every new
workflow



What won't work?

**Traditional
automation
with NLP**

“Agentic AI can autonomously initiate, plan, and execute actions in dynamic environments, often with minimal or no human intervention”

A new way



with Agentic AI

Primary Function

Goal-oriented action & decision-making

Autonomy

High – Operates with minimal human oversight

Learning

Reinforced Learning – Improves through experience

Legacy automation with NLP



Significant training overhead
Limited context awareness
Handles one task at a time
Reactive: waits for user input
Rule-based or scripted

Conversational Agents with Agentic AI



Months now weeks
Weeks now days

Understand without training
Maintains memory and context
Manages multi-step tasks & decisions
Proactive: initiates helpful actions
Goal-oriented and adaptive

supercharge
power of
conversational agents



with the
predictability of workflows?

Workflow is the **FUEL** that powers the
conversational agents

Center Out on *steriods*

Automate every
experience with AI

Embed workflows
& decisions into
any front-end

Deliver
consistency
across channels

Rationalize
the data model

Connect to
anything

Access and
store data
anywhere

Knowledge and
documents

Large
language
models

Cloud services and
databases

Legacy systems
and databases

Pega Cloud™
Managed storage



Customer
self-service



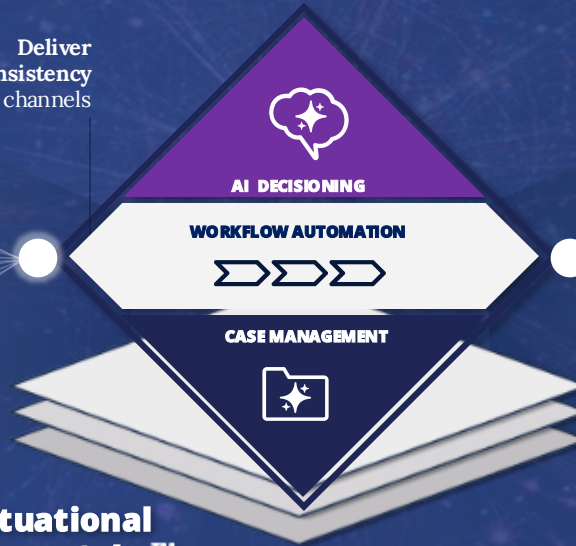
Employee
productivity apps



Automated
workflows



**Situational
Layer Cake™**



MCP

AI



OpenAI





Find and execute the right workflow(s)

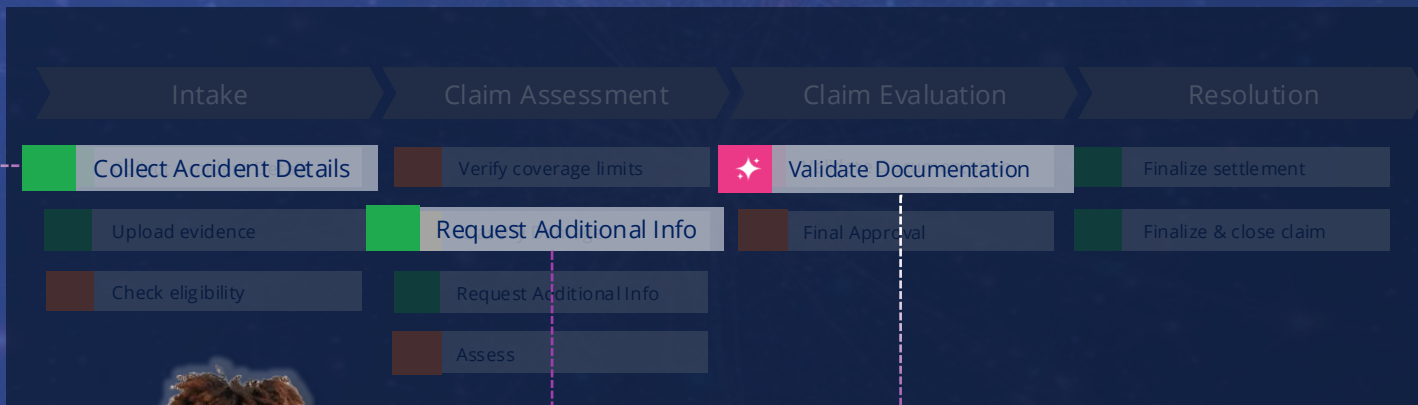


Connect customers to the knowledge they need, instantly



Data sources
Decisioning APIs

Turn any workflow into
agent fuel, immediately



Orchestrate the
right agent at the
right time.



Turn any workflow into *agent fuel, immediately*

The screenshot displays the APP STUDIO interface, which is designed for creating and managing AI agents. The interface is layered to show multiple instances of the application, with the foreground instance displaying the 'Settings' tab under the 'Definition' section.

Top Bar: The top bar includes the APP STUDIO logo, a dropdown menu for 'Application: CSApp', and buttons for 'Preview', 'Save', and 'Run'. The 'DEVELOPMENT' mode is indicated in the top right corner.

Left Sidebar: The left sidebar contains navigation icons for various components: Overview, Control Panel, Case Types, Data, Channels, Explore Data, AI Designer, Library, Users, and Settings.

Main Content Area: The main content area is divided into sections. The 'Definition' section is currently active, showing the 'Model' configuration. The 'Model' section includes a dropdown menu for 'AI model*' set to 'Claude-35-Sonnet' and a note indicating it is a 'Claude3 Chat Completions model'.



My Blueprint Dashboard

[+ Create a Blueprint](#)

Your Blueprints Pega's Autonomous Vision

[Filters](#)

PASSENGER TRANSPORTATION • BP-274214

Owner 

Vegas Car Rental

Core Business Processes 1. Vehicle Reservation and Rental Process • Customer Registration and Authentication o New customer registration with identity verification o Existing customer authentication and profile retrieval o Customer loyalty program integration (similar to Hertz Gold Plus Rewards) • Vehicle Search and Reservation o Location-based vehicle availability search o Date and time selection for pickup and return o Vehicle category filtering (cars, SUVs, luxury vehicles, vans, EVs) o Special requests handling (child seats, GPS, additional drivers...

[Show more.](#)

HOSPITALITY AND TRAVEL • BP-266704

Owner 

Customer Service

The Customer Service application for Hospitality and Travel will serve as a comprehensive platform for managing guest inquiries, reservations, special requests, and issue resolution across multiple service touchpoints. This application will enable travel and hospitality providers to deliver personalized, responsive service throughout the entire customer journey. The workflow should incorporate a seamless end-to-end guest experience management system, from initial booking inquiries through post-stay follow-up. Case types should include...

[Show more.](#)

HOSPITALITY AND TRAVEL • BP-266697

Owner 

Customer Service

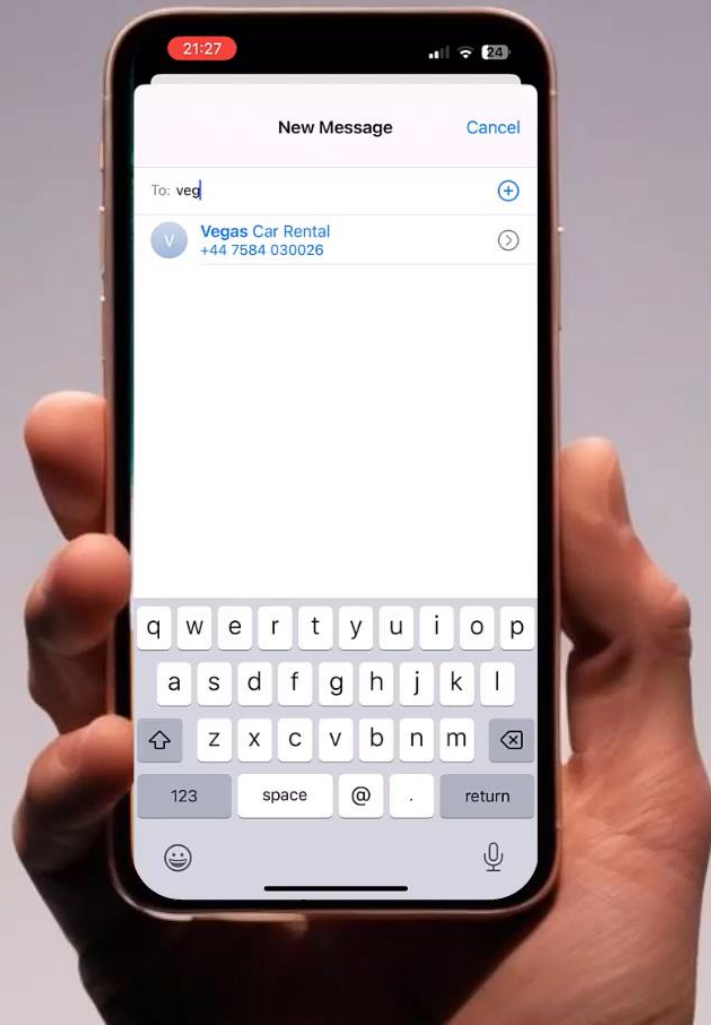
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[Show more.](#)

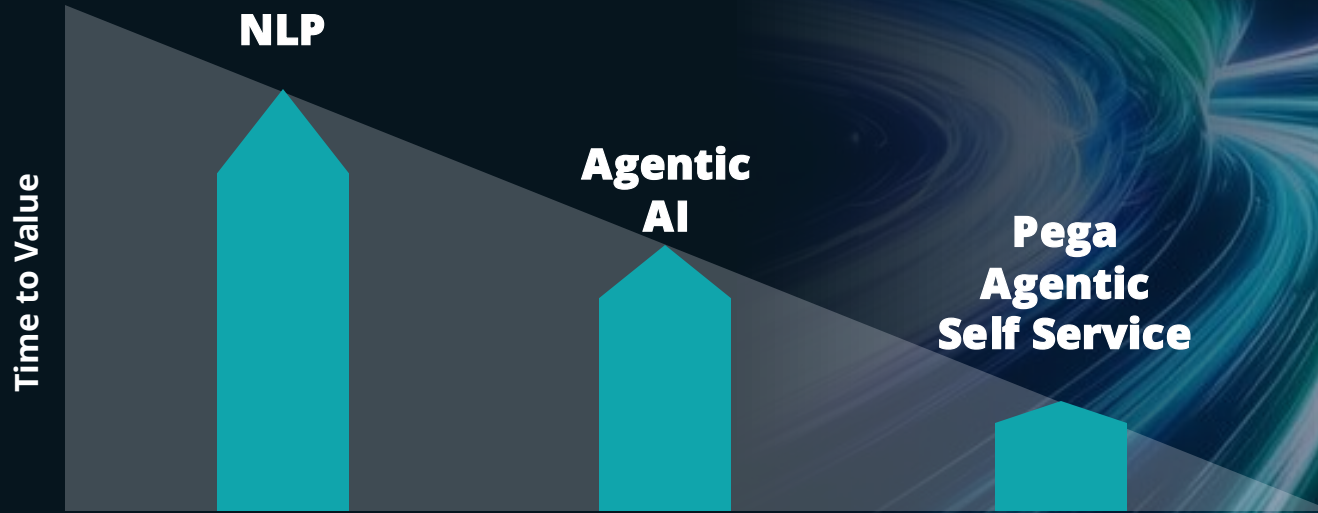
RETAIL • BP-209221

Owner 

Bike Shed Moto Digital Self Service



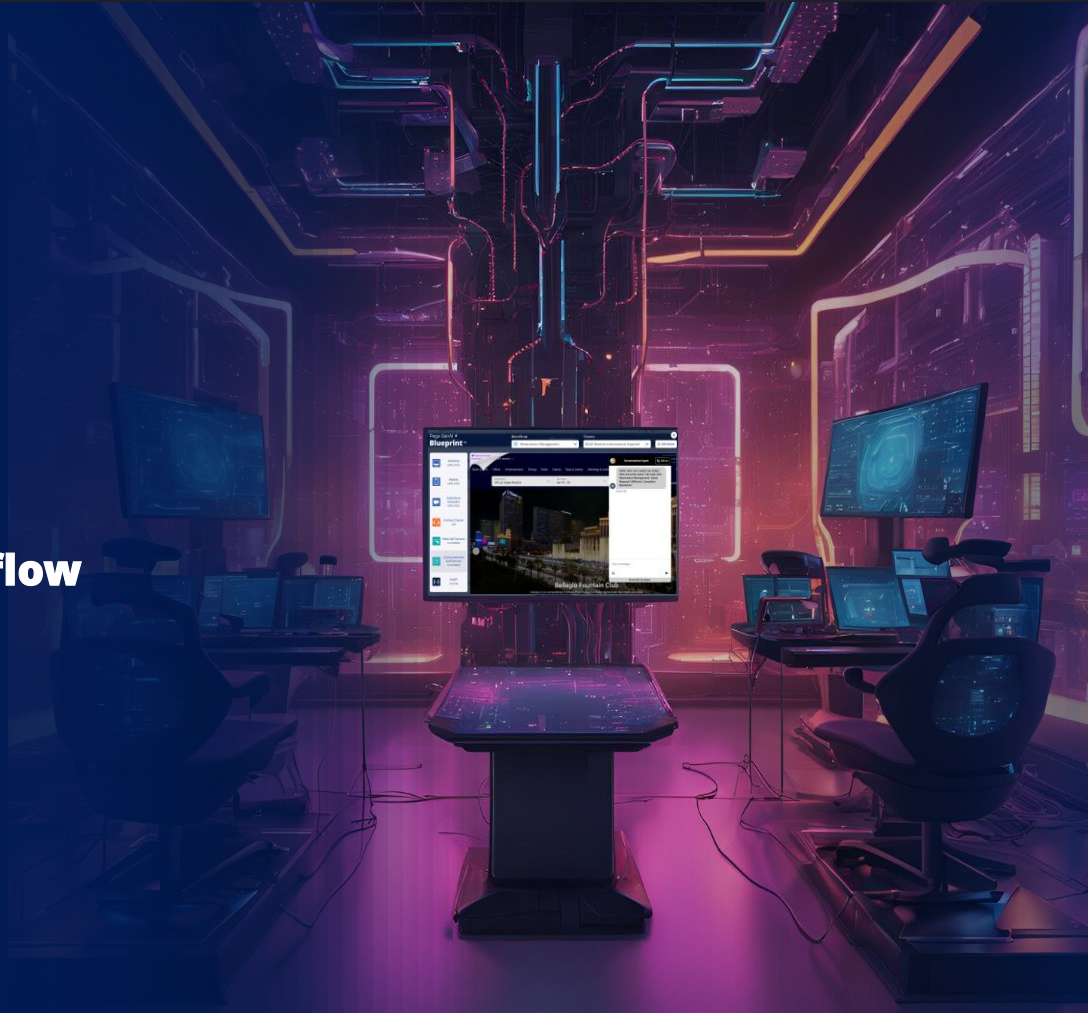
Ambition = Reality



Pega Agentic AI

Experience for yourself

- **Engage** with our **Experts**
- **Build** and **Talk** to an **Agentic Workflow**
- Available now in the **Innovation Hub**





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