



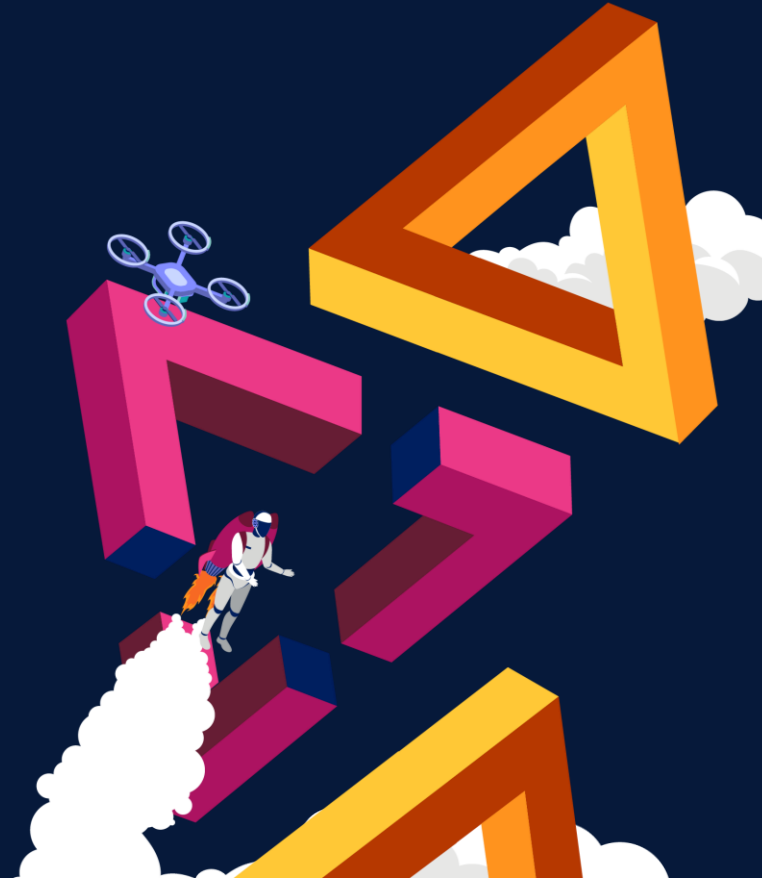
PegaWorld

JUNE 1-3, 2025 | LAS VEGAS

Transforming Marketing with Customer Engagement Blueprint

Pega | Adqura | NatWest Group | Suncorp Bank

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Pega GenAI ✨ **Blueprint**™ Customer Engagement

OBJECTIVES

Educating stakeholders on the NBA Paradigm.

Educate
1

3

Create

Creating artefacts for import into CDH.



2

Ideate

Ideating and refining the possibilities.

USE CASES

Delivering an MLP with a new client.

Start

1

3

BAU

Business operations for an existing client.



2

Grow

Expanding the scope of an existing client.



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