



PegaWorldiNspire

Citi Modernizes the Forbearance Process to Work Smarter with Increased Controls

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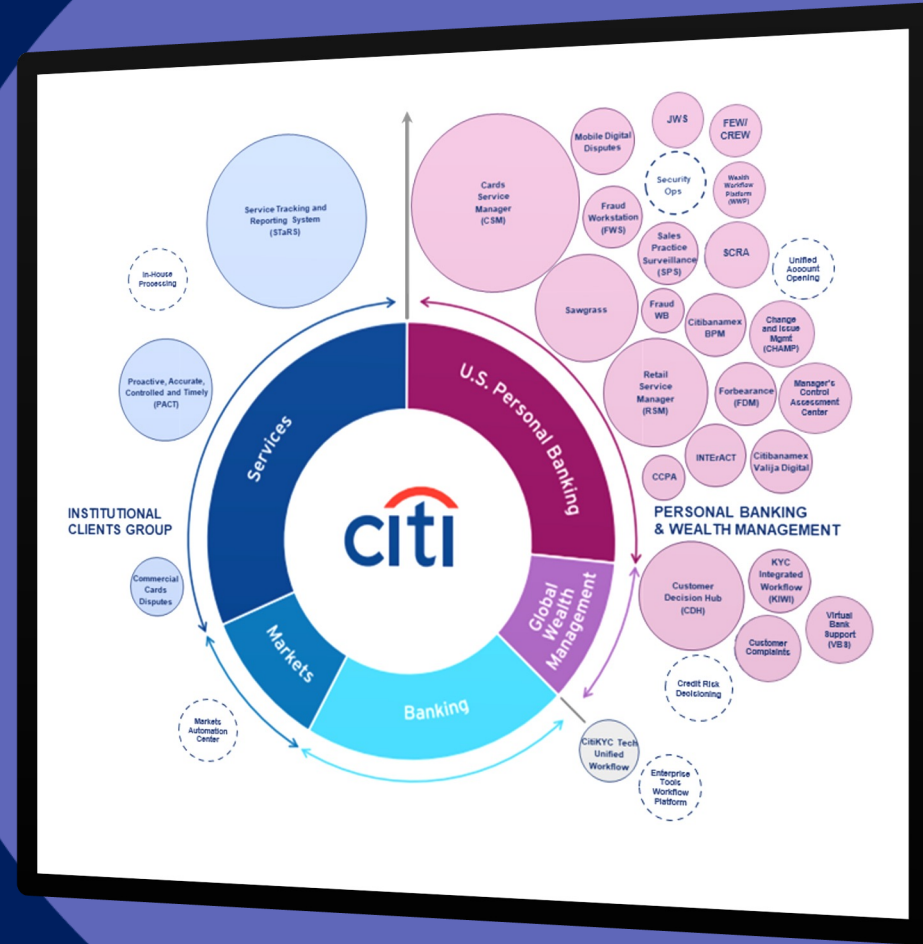
Overview of Citi

Citi is a preeminent banking partner for institutions with cross-border needs, a global leader in wealth management and a valued personal bank in its home market of the United States.

Citi does business in nearly 160 countries and jurisdictions, providing corporations, governments, investors, institutions, and individuals with a broad range of financial products and services.

Citi & Pega Partnership

- For nearly 40 years Citigroup has relied on Pega to automate and centralize the servicing of its personal banking customers and institutional clients
- Over the last two years the US Personal Bank has implemented several new applications on Pega, including the launch of Pega Customer Decision Hub (CDH) in support of the US Personal Bank's digital customers
- The list continues to grow

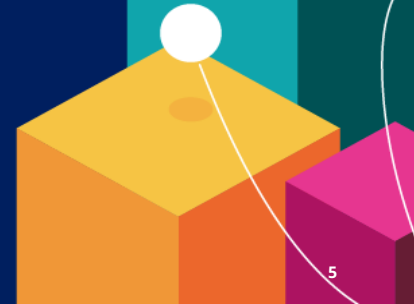
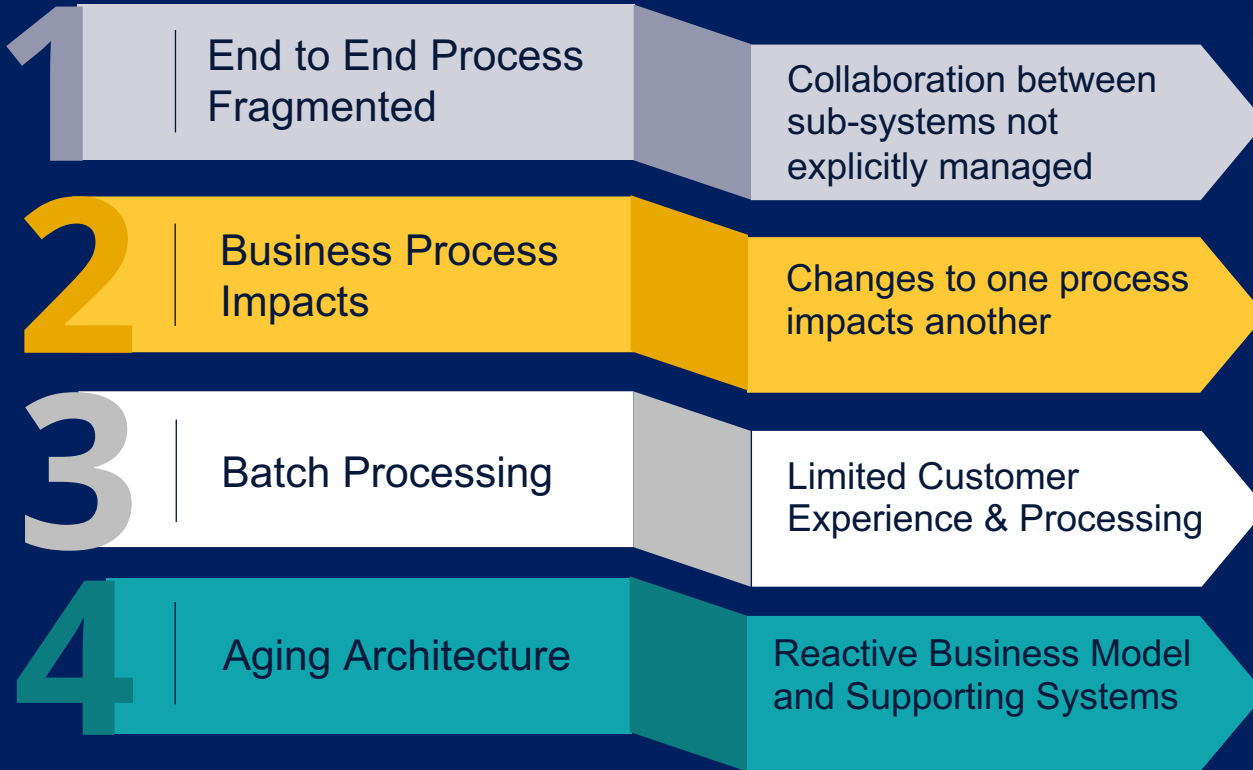




Citi Collections Forbearance and Deferral

- Project scope: Citi Branded and Retail Services Credit Cards
- We handle thousands of cases each year, driven by:
 - Personal life events
 - Economic changes
 - Natural disasters
- Citi's forbearance and deferment offerings are also tightly monitored and controlled with numerous backend processes

Challenges with Existing Model



The Solution

Operational Excellence

- Omni Channel Experience for agent and customer channels
- Modernize tech stack
- Enhance Risk Reporting
- Shorten time to market
- Configurable scheduler
- Reconciliation of actions taken across ecosystem

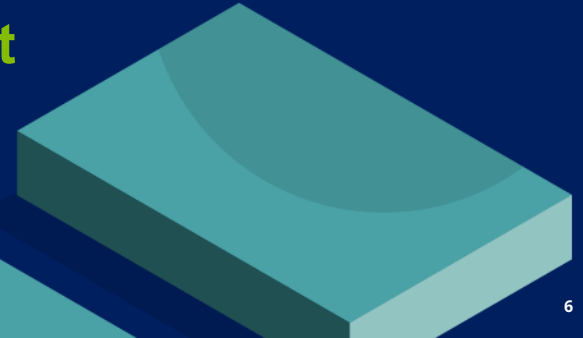


Business Process Management

- Workflow Automation
- Realtime Activity Dashboards
- Real time Surround Updates
- Case view & Audit trail

Controls & Management

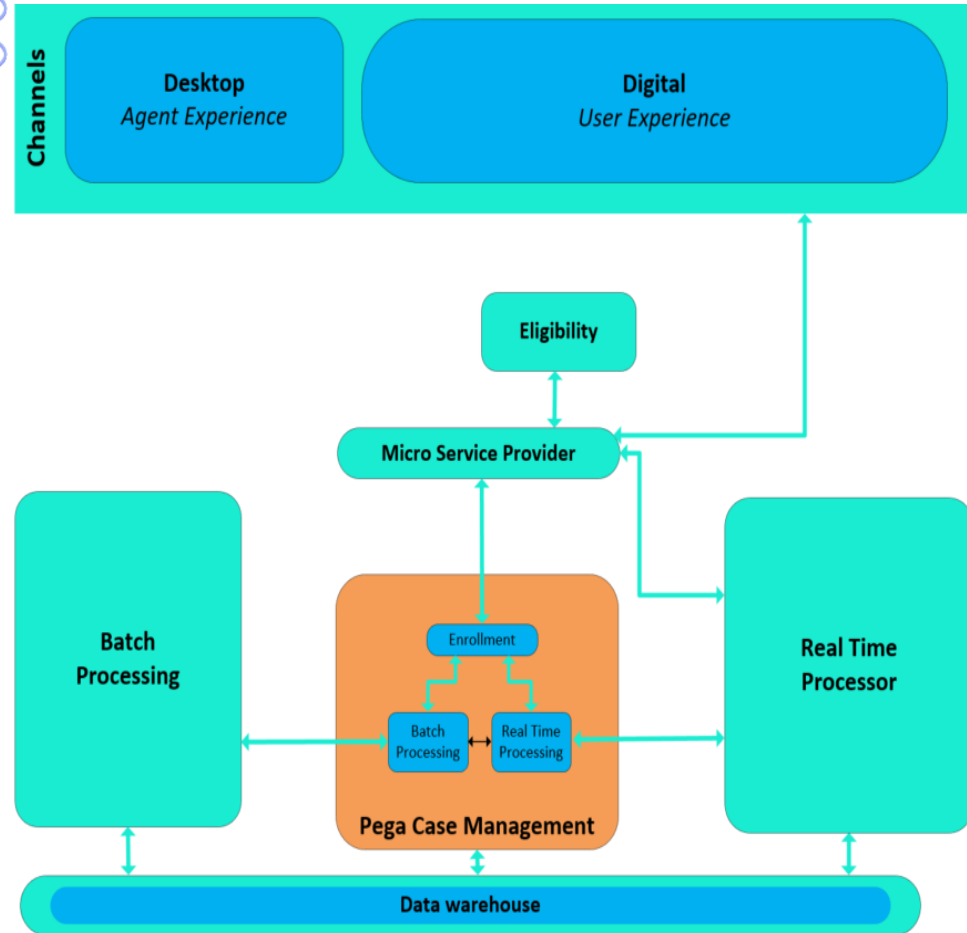
- Enhance Controls & Analytics
- Data Governance & Management
- Integration retry framework



Solution Architecture



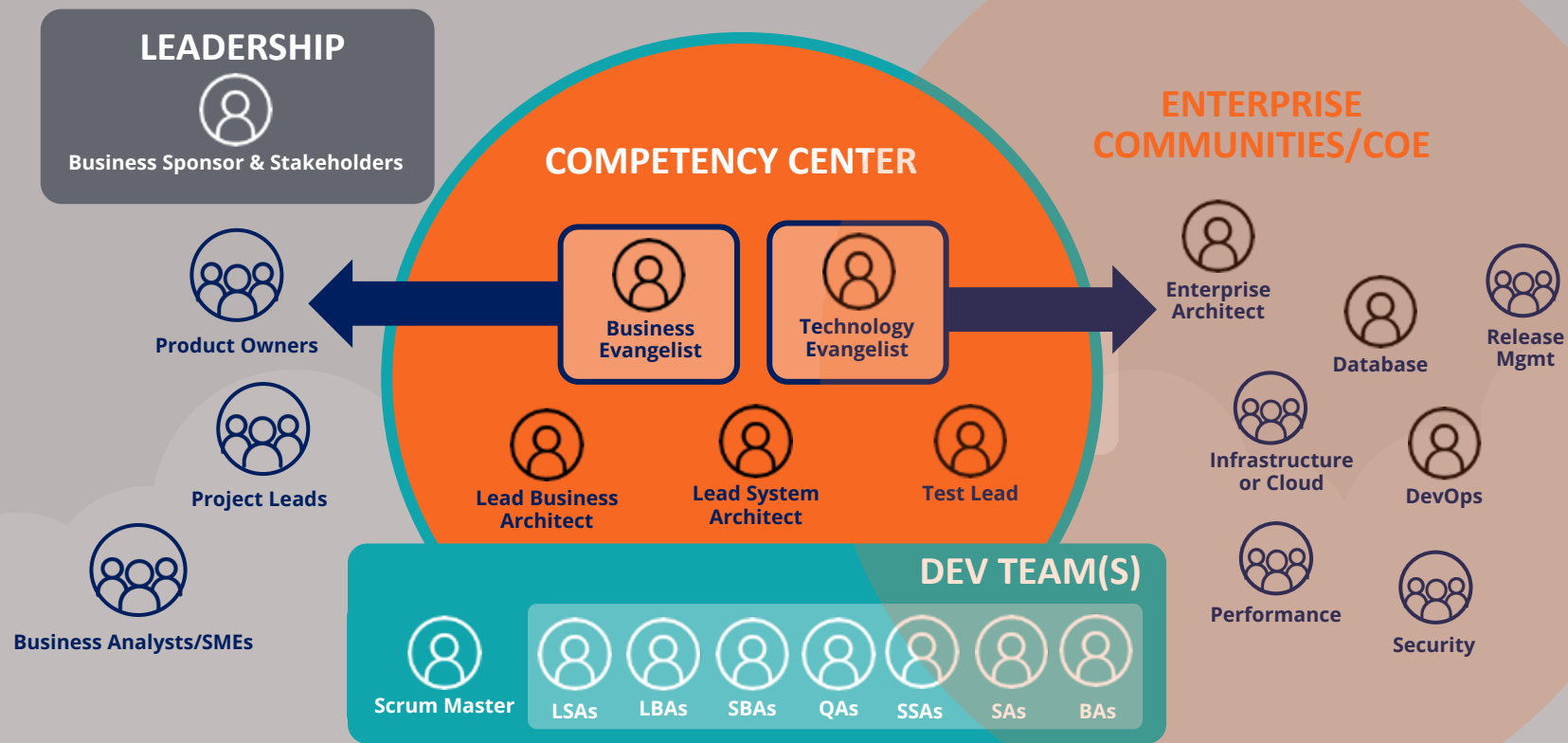
- Drive operational efficiency & simplification
- Integration of Citi internal applications with Pega case management
- Business rules consolidated into (3) core areas: Eligibility (strategy), Enrollment and Lifecycle (internal micro-service & Pega)
- Centralized data repository
- Real time read/update accessibility with surrounds
- Consistent omni-channel customer experience



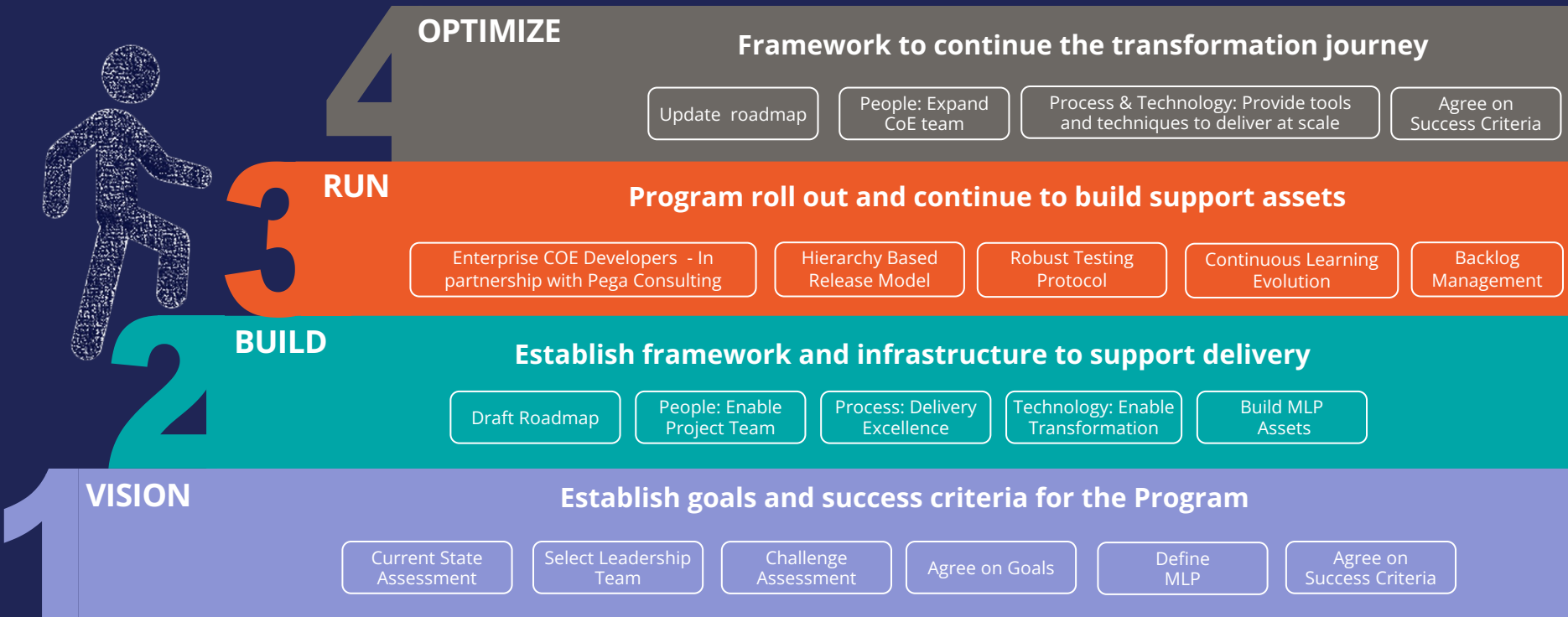
Program Execution



Execution Model



Program Journey



Program Result



Program Results – Future Adaptation



PLATFORM IMPROVEMENT

Built an omni-channel Case backbone integrated with systems and centralized rule logic

Phase 1: Manage The Case



REPORTING & DATA EFFECTIVENESS

Phase 3: Make Great Decisions

Leveraged advanced analytics to enhance reporting and allow for control automation



INCREASED EFFICIENCY

Real time enrollment processing increased processing efficiency and decreases batch dependency

Phase 2: Speed to Market



REDUCTION IN COSTS

Phase 4: Scale and Reuse

Ability to expand the solution to additional product lines and geographies

Future Ideation & Application

Automation is our key focus:

- Enhance, reinforce and strengthen our existing data model through automation opportunities
- Create greater efficiencies in front line servicing
- Tech stack reduction through integration opportunities
- Streamline contingent servicing functions to bolster the customer experience





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