NTT: Improving Customer Experiences and Streamlining Operations with Pega Cloud

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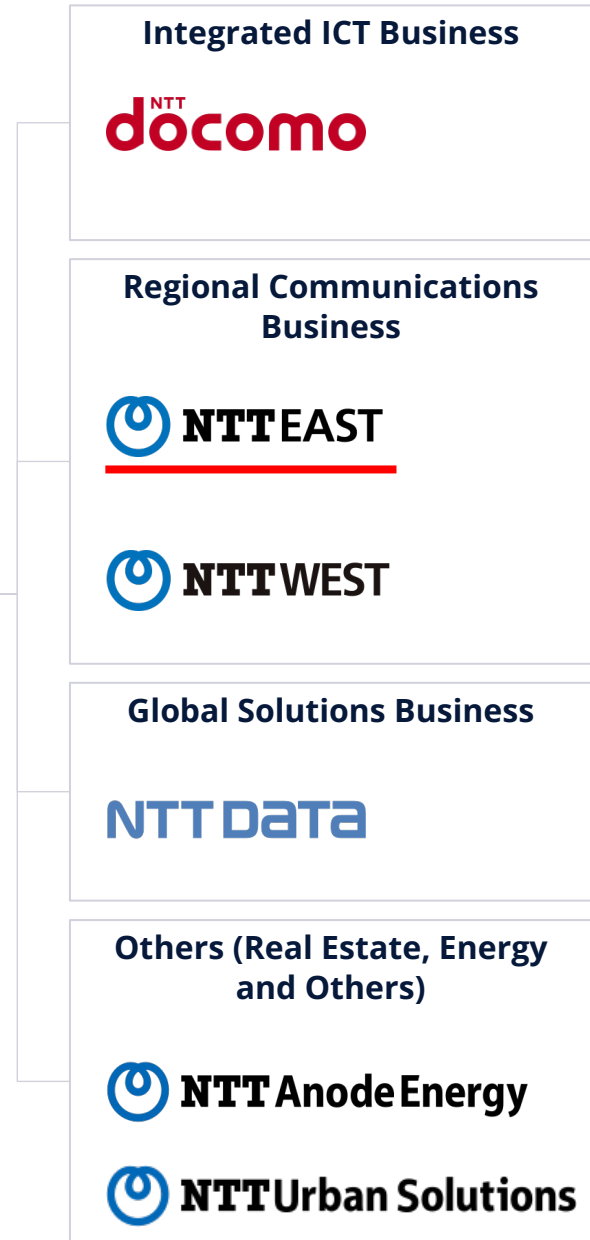Digital Innovation Department, NTT East

About NTT Group

Over **150** Years History

1870 The first telegraph service started

1985 Public Corporation was privatized

1987 Mobile telephone service commence
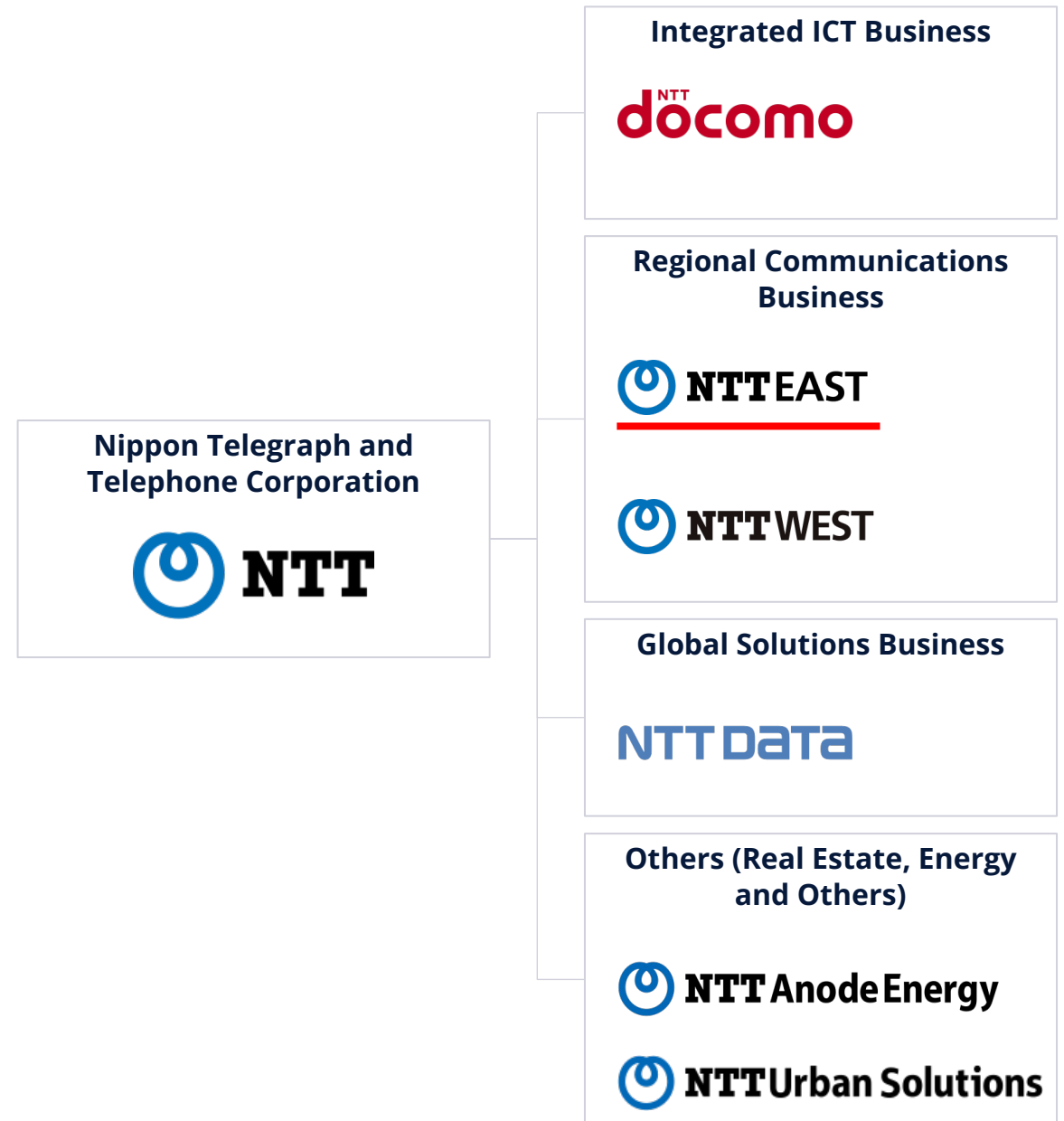
2001 Provision of optical fiber services

Nippon Telegraph and Telephone Corporation

NTT

Integrated ICT Business

NTT docomo

Regional Communications Business

NTT EAST

NTT WEST

Global Solutions Business

NTT DATA

Others (Real Estate, Energy and Others)

NTT Anode Energy

NTT Urban Solutions

About NTT Group

333,850 Employees*

952 Consolidated Subsidiaries*

$90Billion Revenue**

*as of Mar 31, 2022
**FY2021, 1 USD = 135 JPY

Nippon Telegraph and Telephone Corporation

NTT

Integrated ICT Business

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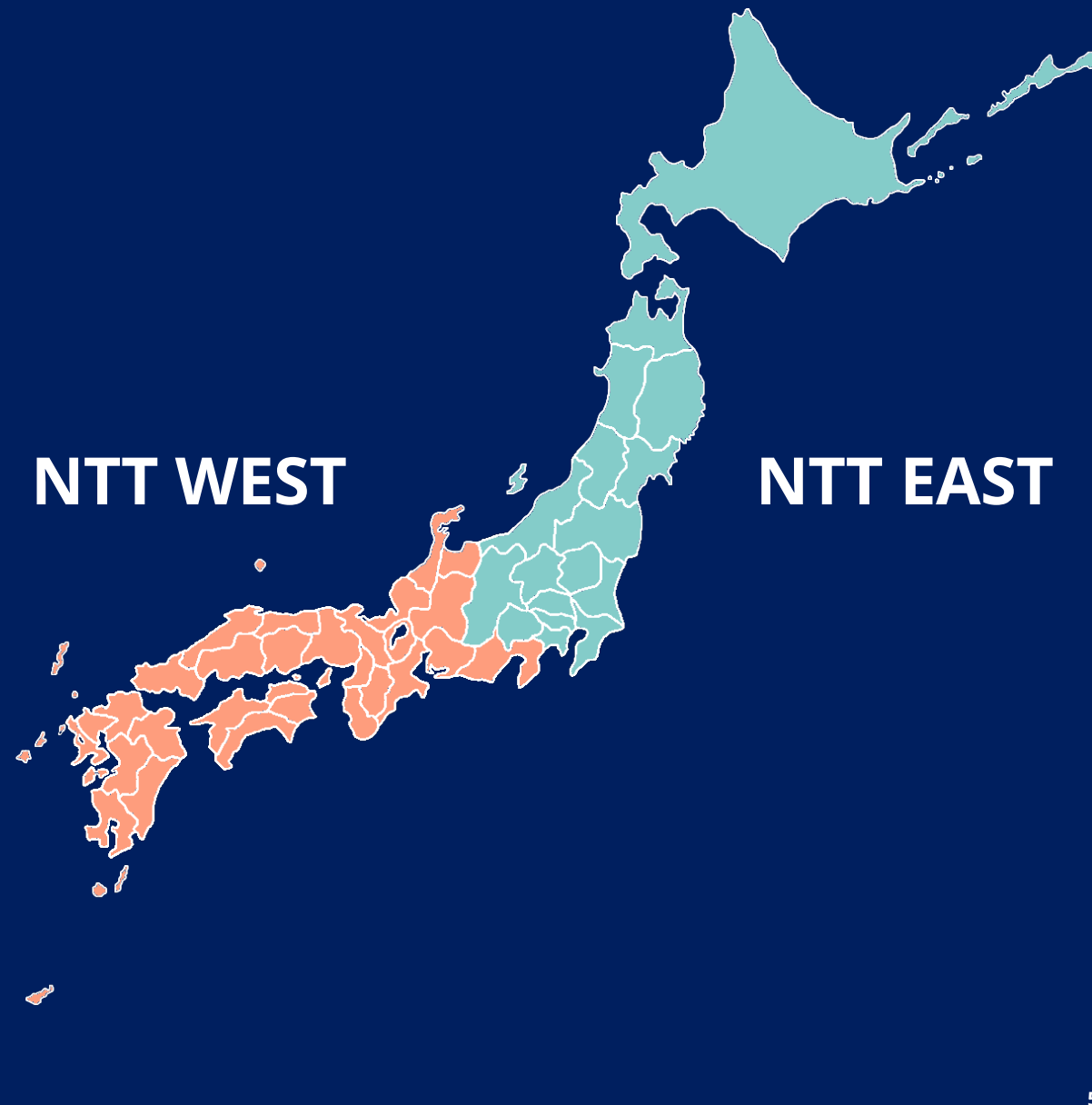NTT Urban Solutions

About NTT EAST

Our Business
  Provide regional telecom services in
  the east areas of Japan

4,900 Employees*

$13 Billion Revenue**

*as of Mar 31, 2022
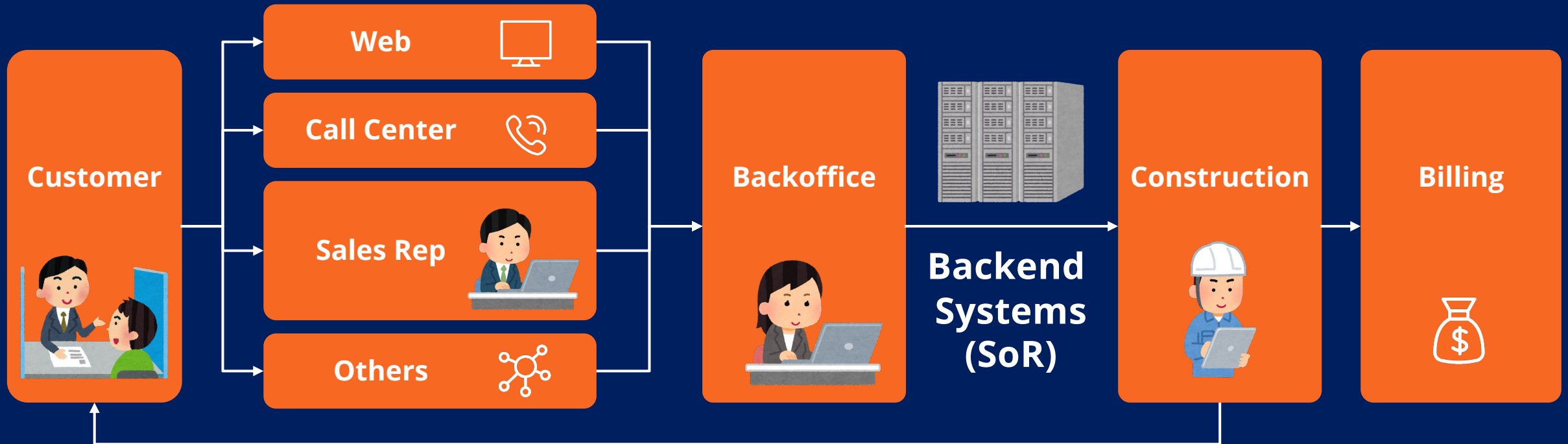**FY2022, 1USD = 138JPY

NTT WEST

NTT EAST

1. About NTT Group | NTT East
2. Business Characteristics and Challenges
3. Before and After Pega
4. How Pega brought DX to us
5. Future Plan

Business Characteristics and Challenges

Typical Workflow for Internet and Telephone Services

Customer

Web

Call Center

Sales Rep

Others

Backoffice

Backend Systems (SoR)
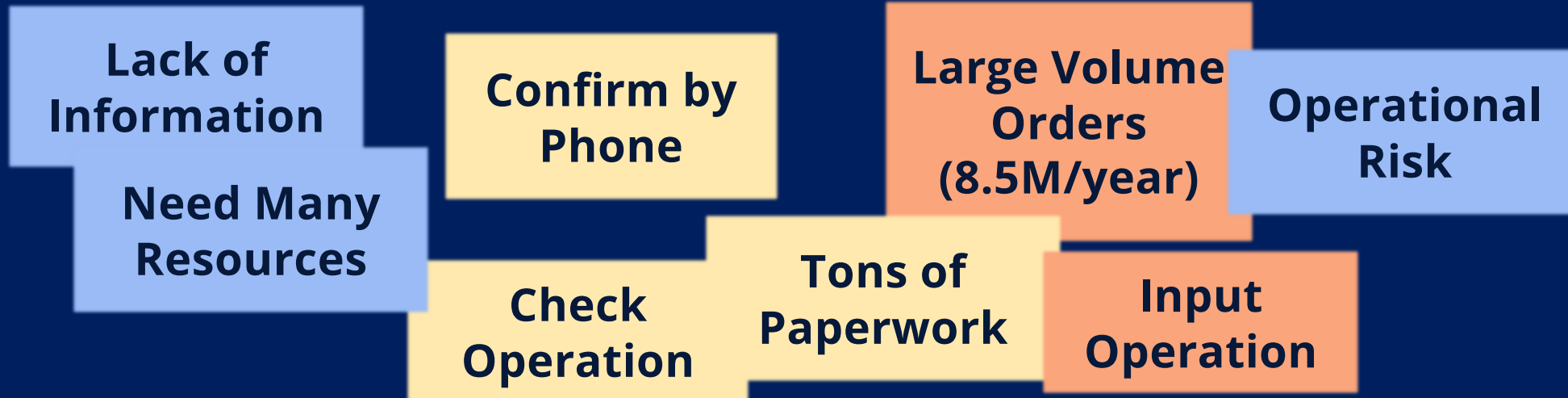
Construction

Billing

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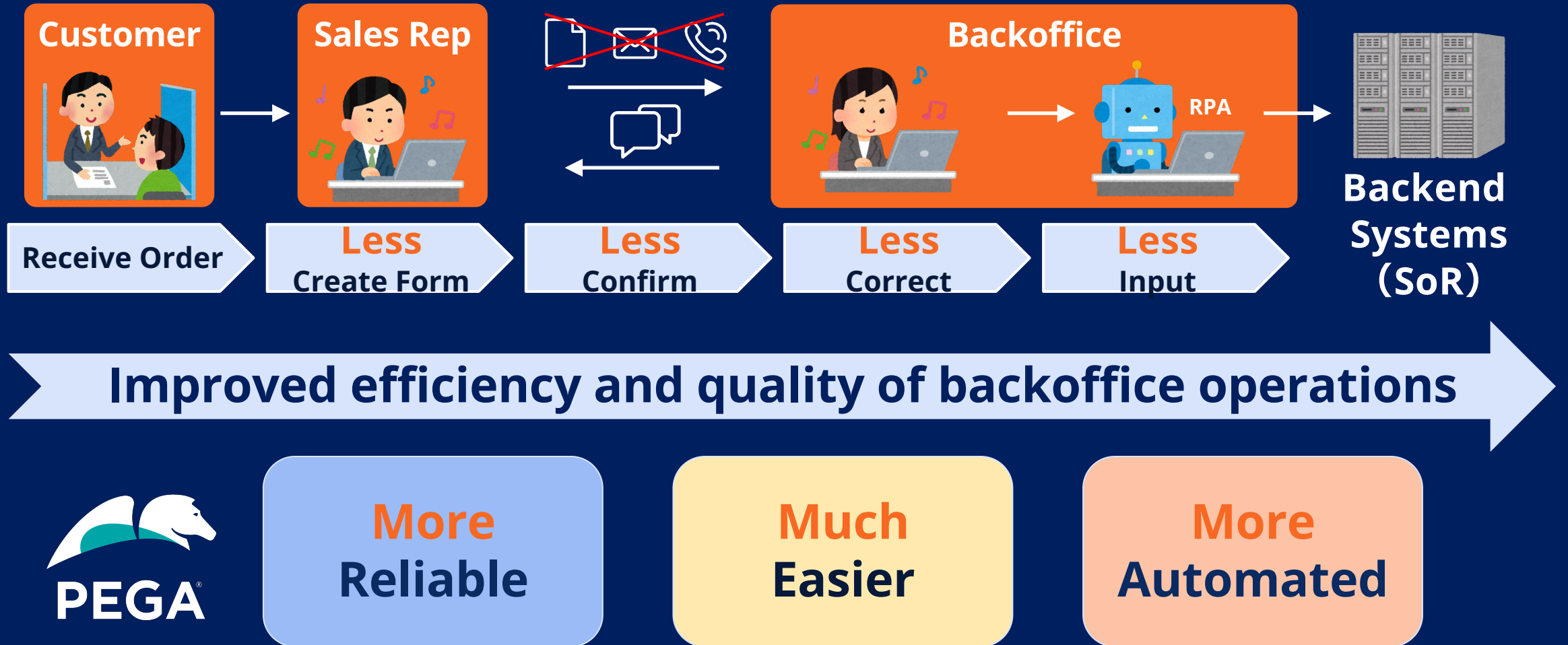3. Before and After Pega
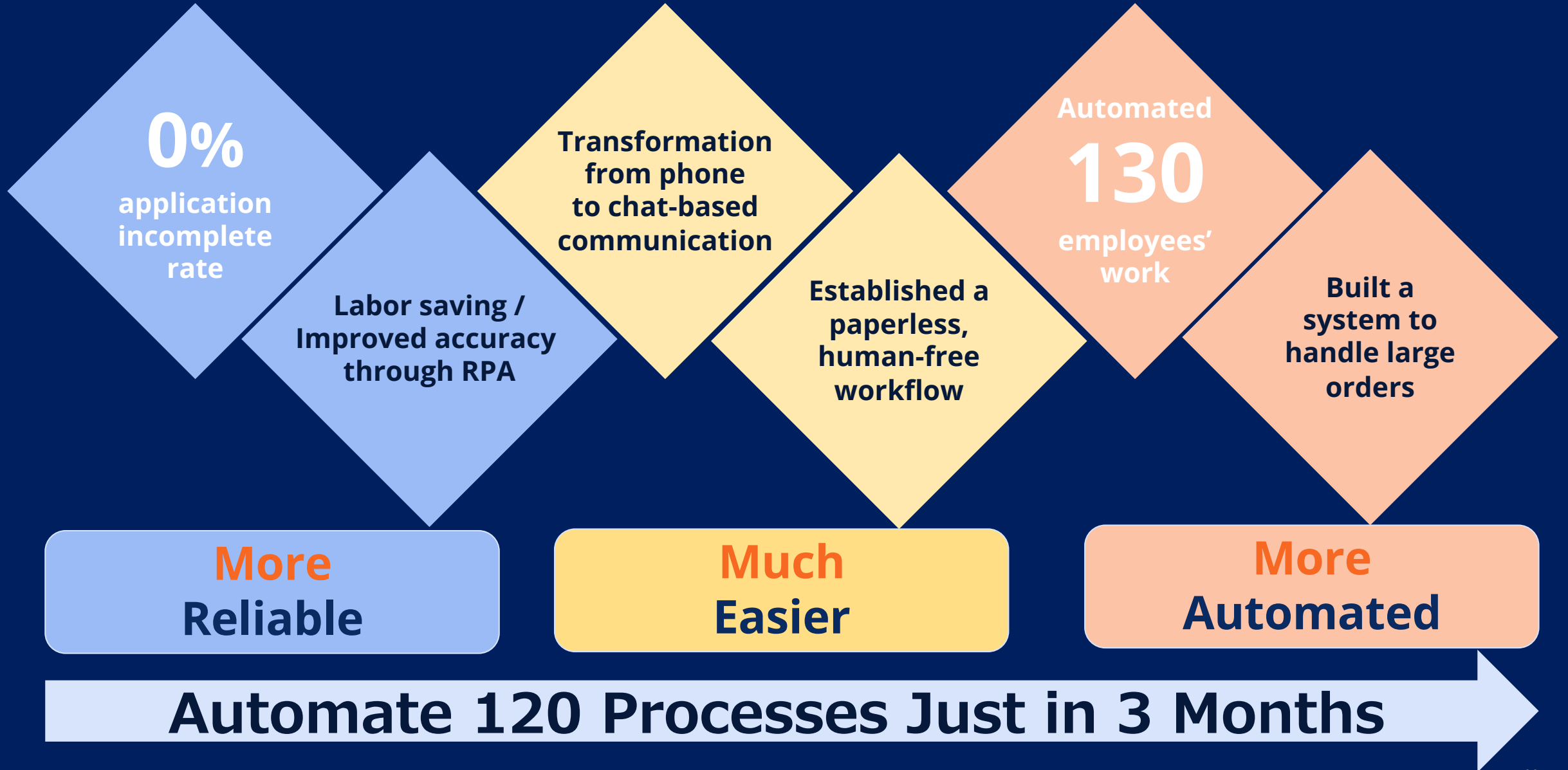4. How Pega brought DX to us
5. Future Plan

Before Pega...

Customer → **Sales Rep** → **Backoffice** → **Backend Systems (SoR)**

Receive Order → Create Form → Confirm → Correct → Input

Messy Workflow

- Lack of Information
- Need Many Resources
- Confirm by Phone
- Check Operation
- Tons of Paperwork
- Large Volume Orders (8.5M/year)
- Input Operation
- Operational Risk

After Pega!

Customer → **Sales Rep** → **Backoffice** (RPA) → **Backend Systems (SoR)**

| Receive Order | **Less** Create Form | **Less** Confirm | **Less** Correct | **Less** Input |

Improved efficiency and quality of backoffice operations

PEGA®

| **More** Reliable | **Much** Easier | **More** Automated |

Effect by Introducing Pega

0% application incomplete rate

Labor saving / Improved accuracy through RPA

Transformation from phone to chat-based communication

Established a paperless, human-free workflow

Automated **130** employees' work

Built a system to handle large orders

More Reliable

Much Easier

More Automated

Automate 120 Processes Just in 3 Months

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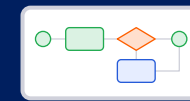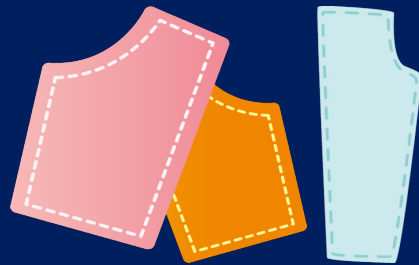3. Before and After Pega
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Architecture
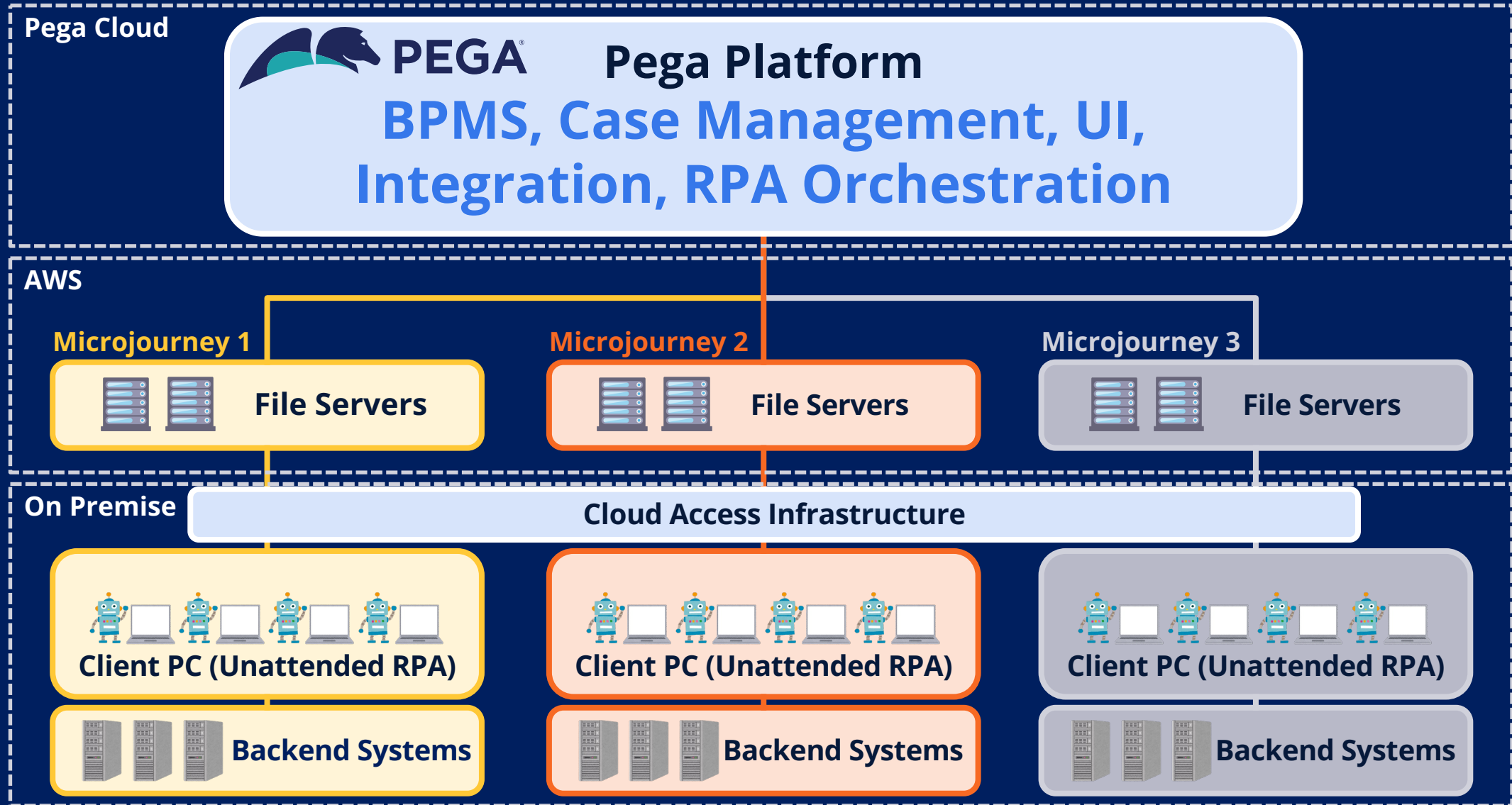
Project Key Point - "KATA-GAMI" Method

Develop applications as efficiently as "ready-to-wear clothing"

Patterning
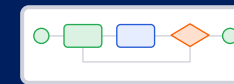
Variation = Situational Layer Cake

Reuse

Pega Platform

RPA

Why Pega?

Function
- Unified platform of data / UI / processes and integrations
- Capability of inter-network integration
- Provides rich BRMS features

Cost
- License metric based on number of Cases
- Cost reduction brought by low-code development in-sourcing

Others
- Proven large scale processing
- Robust security and authentication
- Pega's Vision and Strategy – Gartner recognized as Global No.1 BPMS

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And This Is Only The Beginning...

We did it

Automated

130
Employees' Work

Standard Model (KATA-GAMI)

"Application Development to be Used" reflecting actual users' requirements

**Increasing operational efficiency
and
Improving service quality**

Expand to 3 Division / 2 Subsidies and Business Partners in 2 years

Automated

120
Processes

In just

3
Months

To the next stage with Pega

Our Future Journey with Pega

Future — Agile and in-house Development

2024 - — End-to-End Hyper Automation

2023 — Automation of Decision-Making Tasks

Current — Automation of Manual Operation

Lessons Learned

Wrapping
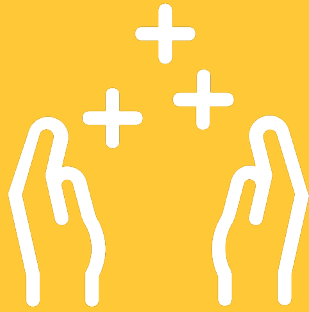
User Voice

Co-Production

Low-code and Wrap and Renew Approach

Deep Dive into End-user Requirements

Collaboration with Partner