

Pega Unified Messaging™

Digital messaging for today's connected service experience

A Pega Datasheet

Pega Unified Messaging™ empowers best-in-class digital customer experience over consumer-preferred channels: Apple Business Chat (iMessage), Facebook Messenger, social media, SMS, live chat, and email. By seamlessly unifying these channels into a single desktop, Pega Unified Messaging enables agents to smoothly navigate among conversations, creating an enjoyable, efficient user experience. Virtual assistants work alongside agents, delighting customers with immediate answers to common inquiries. This enables your team to focus on what they do best: provide brilliant customer service with a human touch.

Our integrated platform further enhances your team's performance by providing a 360-degree view of the customer, making your interactions efficient, smart, and personal.

- **Boost customer experience**
Customers choose when, where, and how to contact your company, receiving rapid, consistent, and convenient service over their channel of choice.
- **Empower agent success**
An easy-to-use, unified desktop delivers an enhanced user experience for your agents with seamless switching among channels and conversations, increasing employee productivity—and satisfaction.
- **Drive business efficiency**
Automated virtual assistants, case management, and AI help optimize your team's performance.
- **Harness valuable data**
Silo-free data provides a full, 360-degree view of the customer, boosting customer experience. Contact center-specific reports help you analyze platform and agent activity, improving operations and performance.

Challenge

Consumers demand high-quality, digital experiences. Traditional digital customer care relies on disjointed, multiple applications across various digital channels. Rife with inefficiencies and information silos, traditional systems are not scalable and cannot provide the first-rate customer experience required for today's connected, digital-first era.

Solution

Pega Unified Messaging consolidates all digital channels within one integrated desktop, streamlining the digital contact center and enabling efficient service. Designed for maximizing productivity and satisfaction, our digital messaging solution will empower your messaging teams to provide brilliant customer experiences in today's digital-first era.

Simplify and scale your digital contact center

- Consolidate all your digital channels within one easy-to-use desktop
- Streamline processes and effortlessly scale to meet consumer demand
- Expedite digital transformation through rapid one-week deployment

Achieve frictionless CX and increase customer satisfaction

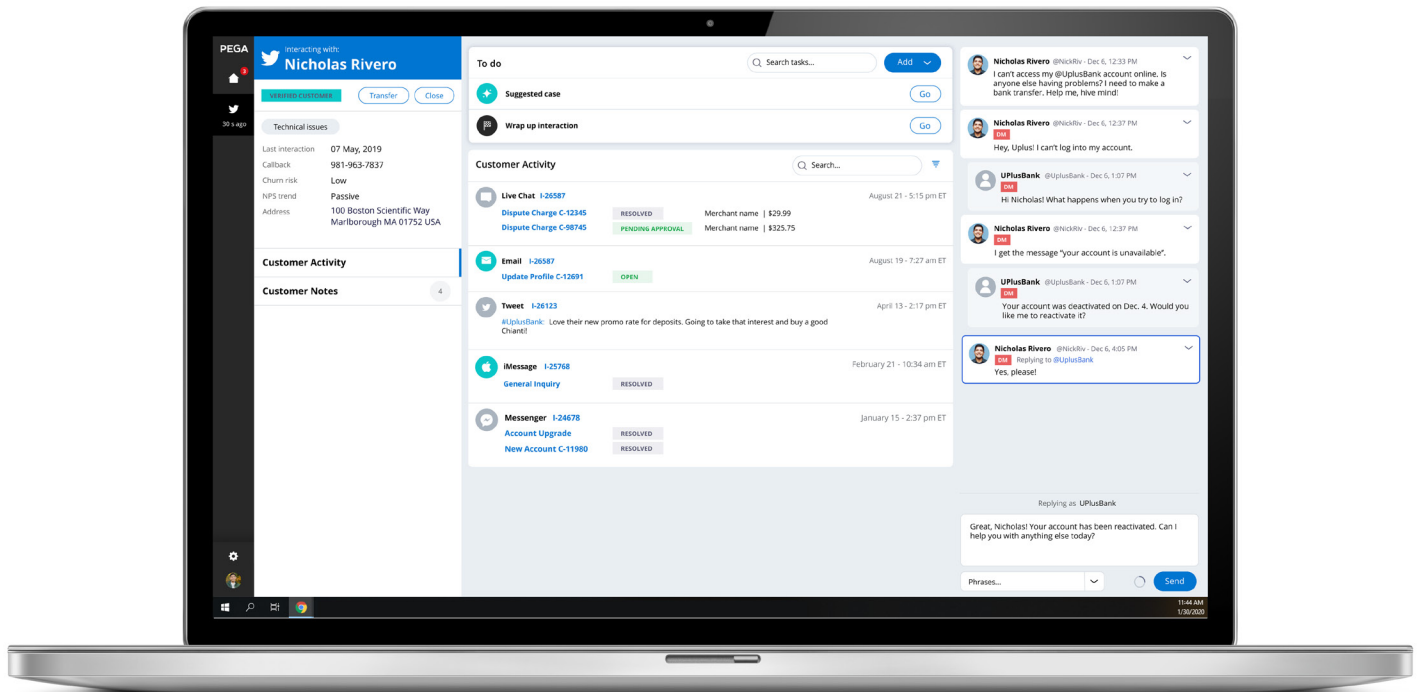
- Delight customers by offering on-the-go service over their preferred channels: iMessage, Messenger, social media, SMS, live chat, and email.
- Leverage virtual assistants to provide immediate service for immediate satisfaction; customers can easily transfer to a live agent for high-quality care with a human touch.
- Create truly frictionless omni-channel experiences through CRM integration. Providing agents with access to a full view of the customer informs and enhances interactions, resulting in brilliant customer care.

Optimize UX and increase employee productivity

- Interactions follow the same flow regardless of channel, enabling a fluid user experience and facilitating rapid training.
- A unified desktop eliminates the need for application switching, reduces employee burnout, and increases productivity.
- Agents can easily handle multiple interactions concurrently, boosting efficiency rates.

Leverage data, AI, and case-management capabilities

- Access silo-free information, including complete conversations, case histories, customer tracking, and contact center-grade reporting metrics.
- Activate AI capabilities through Pega next-best-action solution to augment the agent experience and drive sales.
- Utilize case flows to guide interactions and drive efficiency through automated processes.



Pega Unified Messaging empowers rich, efficient interactions with customers from a single user desktop.