

Pega Value Finder

Identify and profile under-served customers, to stimulate engagement

Pega Value Finder identifies and profiles "under-served" customers, then suggests ways that the marketer can improve engagement – like adjusting engagement policies, or creating new actions to fill a gap. It's a win-win. Your customers get a more relevant experience, while you earn the right to expand your relationship.

With Pega Value Finder, you can:

View distribution of well-engaged, under-engaged, or not engaged customers

• By identifying customers that are road-blocked or that aren't seeing relevant messages, you'll know exactly where to focus your efforts.

Review details of under-served groups at each level of arbitration

• Once you understand which customers are struggling, you need to know why. You'll get counts of customer drop-outs for each stage of the decision, so you can drill into what's causing the problem.

Identify top opportunities for improvement

Now that you know who is in need, and why, you need to know what to do about it. Value
Finder recommends how best to resolve the issue – like creating a new action, modifying an
existing treatment, or adjusting an eligibility rule.

Challenge

Leading organizations succeed by delivering value during customer "moments of need", leveraging a great customer experience to build longerlasting, more sustainable relationships. But what if none of your actions were truly relevant for someone? Would you know it? And if you did, could you fix the problem before the customer walked out the door?

Solution

Pega Value Finder analyzes each next-best-action strategy, to identify under-served customers who aren't receiving the kind of relevant, high-quality messages required to keep them engaged, and maintain a healthy relationship. Value Finder then profiles each underserved group, so users can adjust their engagement policies or create new actions and treatments designed to meet those individual's specific needs.

Empower business users to improve business results

 With Pega Value Finder you don't need armies of analysts mining millions of data points to identify opportunities for improvement. Instead business users simply select the strategy they want to examine, and Value Finder does the rest.

Customize engagement thresholds for your business

• With Pega Value Finder you set the parameters that are right for your business – like defining propensity thresholds for various levels of engagement.

Drive continuous improvement

 With Pega Value Finder, users can easily export simulation results, and initiate change requests in Pega 1:1 Operations Manager – like rules changes, or new offers. Once a change is made, users simply run the simulation again to ensure the strategy is delivering the intended results.

Value Finder		c	Help
Simulation			Show custome
	or Create new Sales / Cards 9.4% (1)		Counts
C			
Completed (Run on 16/07/2020 09.25	1 by admin)		Processed: 10,000
C. Contractor distribution			
10.000 customers			6.992
			xups.
	916 Without actions		
	6600 Under-served		559
	2394 Well-served	Review your eligibility rules, as they might be too strict.	
			0
			0
		where the antident, is a regreate representation of your constraints.	
Customer categories	Under-served customers after eligibility	•	
WITHOUT ACTIONS	Perommendation		
tisency.	559 Create more relevant actions or attractive treatm	tents for the identified customer groups to better serve them. To explore a grou distribution test.	p's currently
Applicability	157 Top discovered customer groups	© Ma	nage descriptive fie
	R Customer group A		
Suitability	0 Description	Under-served customers	Accuracy !
	Construction of CALCE	3.452	99.1%
	Analasia Basicanda yang Manaka 2001 Congenerati yang Manaka 2001 Congenerati yang Manaka 2001 Panaka 2002 Panaka 2	Andream and a second and a seco	Benderic Total program Total program Base ("deal") Image (program) Image (program) Concentration (Information) Image (program) Image (program) Concentration (Information) Image (program) Image (program) Concentration Image (program) Image (program) Concentrat

Identify and profile under-served customers to increase empathetic engagement with Pega Value Finder.