

# 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 longer-lasting, 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**

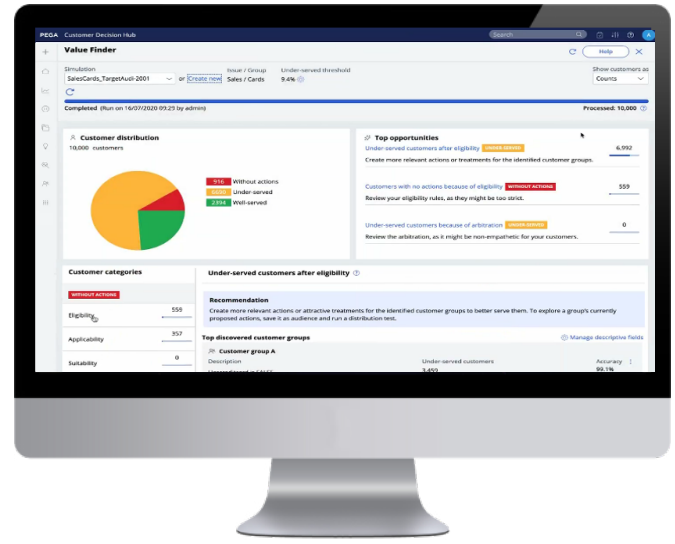
- With Pega Value Finder you don't need armies of analysts mining millions of data points to identify opportunities for improvement. Instead business users simply select the strategy they want to examine, and Value Finder does the rest.

**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.



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