



PegaWorldiNspire

Introduction to Pega Customer Service

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Customer service has never been more demanding

**Sustained
contact
volumes**

**Higher
customer
expectations**

**Disconnected
Channels**

**Constrained
agent
availability**

**The Great
Resignation**

*Pega automates service
wherever it takes place for
amazing customer
experiences*





Workflow
automation

+



AI-powered
decisioning

+



Powerful
low-code platform

Intelligently engage and seamlessly automate



self-service



Chat bot



Email



Phone

Proactive Service

Self-Service

Assisted Service



Proactive notification



Mobile app



Chat & Messaging



Interactive Voice Response



Pega Customer Service

AI-powered decisioning

Workflow automation

A co-pilot for every agent, in every conversation

Accelerate resolutions and simplify service for everyone

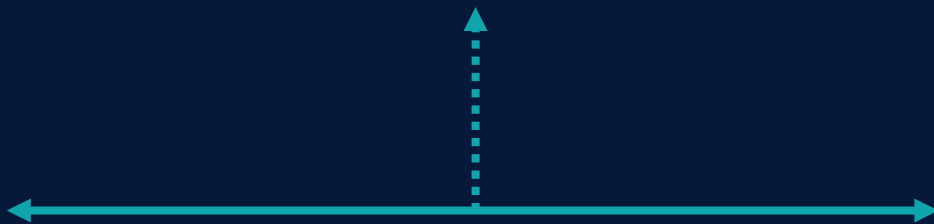


Voice AI & Messaging AI

Real-time



Customer



Human Agent



Transform service without replacing the desktop

APP STUDIO Application: CableConnect Back to preview

Case type: Service

Data model Workflow Views Settings

Case life cycle

1. New Service 2. Connected 3. Resolved + STAGE

New Service

1. Customer
2. Address
3. REST Availability C...
4. Service
5. Other Notes
6. Decision
7. ManagerDiscount

CONNECTED

1. Service Connect

+ PROCESS

CONFIGURE PROCESS

Account Top Notch Consulting

Available Balance \$5,000.00 Next Due Date 3/25/2019 Minimum Due \$100.00 Phone ID (212) 842-5500 Billing Address 1301 Avenue of the Americas New York, AK 10019 USA

Related Details News Statements Cases

Service - S-8002 - Service

New Service Connected Resolved Actions

TV/Cable Service Internet Service Home Phone Service

TV Is Available Yes

Internet Is Available Yes

Internet Option
 25 Mbps
 100 Mbps
 300 Mbps

Phone Is Available No

Cancel Save Submit

Activity Chatter

New Task Log a Call New Event Email

Subject Call

Comments

Name Search Contacts...

Related To Top Notch Consulting

Filters: All time - All activities - All types

Pega customer service key capabilities



**Workflows/
Microjourneys**



**AI for
Service**



**Digital
Self-Service**



**IVA/
Chatbot**



**Chat &
Messaging**



**Email
bot**



**Case
Management**



**Knowledge
Management**



**Reporting/
Analytics**



**CTI & IVR
Connectivity**



Routing



Co-browse

The leader in digital transformation

"The highest reference customer scores for modeling and predicting customer behavior."

"The best ability of any CRM vendor evaluated to build, maintain and change complex use cases."

Gartner.

Customer Engagement Center



Source: Gartner (June 2021)

Digital process automation



FORRESTER

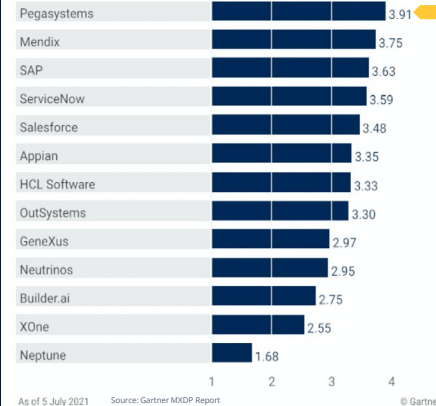
Real-time Interaction Management



FORRESTER

*A gray bubble indicates a nonparticipating vendor.







Conversational app development



Source: Gartner MXP Report

© Gartner

A proven track record of success

					
85% Reduction in employee licensing cost	92% Reduction in applications	56% Reduction in AHT	80% containment of highest volume inquiries	79 clicks eliminated	100 second drop in AHT
60% reduction in open and in-flight cases	12% increase in customer satisfaction scores	Intelligent routing across 400 offices	Launched web chat program in 2 weeks	30 second reduction in AHT	11-point increase in NPS score
40% Reduction in AHT	Migrated 3 CRM systems to Pega in 9 months	93% reduction in inefficiencies across cases	Automatically resolved 30% of incoming emails	Internal costs dropped nearly 100% per move request	<90 days for initial delivery
100% improvement in data accuracy of back-office forms	80% reduction in AHT	25% increase in worker productivity	Revolutionized claims processes with autonomous IVA	<6 months to implementation	50% decrease in training time
Domestic wire transfer process reduced from 105 to 5 steps	38% improvement in Straight-Through-Processing	80% reduction in case costs	Accelerated email response time with AI-generated suggestions	Lower costs and faster time to resolution	10,000 users



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