

Pega Proactive Revenue Retention Kickstart

Protect your revenue streams by quickly identifying struggling customers

A Pega Datasheet

Your customers face tough financial choices – now more than ever. You need to identify customers who are struggling in order to protect your revenue streams. Engage them proactively with empathetic retention and loyalty programs, through outbound messaging – email, SMS, or mobile push. You only have a narrow window to differentiate yourself so you need a solution you can deploy quickly. Pega combines our latest technology, optimized methodology, and expert resources through our Pega Proactive Revenue Retention Kickstart service to get you started with proactive, outbound, next best actions in an initial channel – in just nine weeks!

The Pega Proactive Revenue Retention Kickstart can help you:

- **Monitor customer profiles**

During each interaction, customer behavior data is collected, processed, and analyzed by the Pega Customer Decision Hub™ in real time. This allows your brand to understand the context of your customers' actions and use predictive analytics to optimize their next experience.

- **Identify struggling customers**

Pega uses predictive and adaptive machine learning models to generate hundreds of propensity scores in real time, which determine the next likely action. This may mean closing a sale, contacting support, submitting an account payment, or even abandoning an interaction.

Once you have an idea of what they're likely to do next, the Pega algorithm will suggest the best next steps. For example, if a customer is likely to default on their account soon, you can proactively offer enhanced terms designed to stabilize that individual's unique situation. This interaction could mean the difference between continued payment at a lower rate or losing the customer completely.

Centralize offers and decisions:

Pega Customer Decision Hub centralizes all your channels, with your customer strategies, models, logic, and offers, stored in a single place. This simplifies next-best-action recommendations from Customer Decision Hub, and makes new offers immediately available anywhere you interact with a customer.

You can determine retention actions rapidly and create new offers in hours, rather than weeks. No more duplication across 15–20 of your customer channels, or grinding through the associated processes, systems, stakeholders, and red tape.

Challenge

With a global pandemic quarantining consumers and constricting financial markets, you're struggling to help customers stay afloat. Your systems were built to "sell at scale," not analyze individual context and hyper-personalize offers for hardship scenarios. You simply don't have the required levels of agility and precision to pull it off.

Solution

Pega's Proactive Revenue Retention Kickstart service builds your initial solution, which analyzes each customer, assesses their situation, and delivers a well-timed, highly impactful outbound offer to those who need it most. Plus, we work with your existing systems. Whenever your channel interacts with a customer, it simply requests a next best action from Pega – dramatically reducing churn and increasing NPS.

Trigger proactive engagement:

The Customer Decision Hub automatically triggers an outbound message with the next best retention offer, once the propensity score crosses an agreed upon threshold on that customer's preferred channel.

For example, if a customer primarily uses the mobile app and the data indicates they are likely to churn, Customer Decision Hub will then trigger an offer, such as "save 20%" or "lower your monthly payments," depending on eligibility and prior positive actions.

The Pega Offering

Proactive Revenue Retention Kickstart includes the following components in the initial phase, each critical to project success:

- **Pega Customer Decision Hub** – Starts with outbound channels (e.g., email, SMS, mobile push)
- **Pega Cloud** – Hosts infrastructure for development, test, and production
- **Outbound schedule** – "Scheduled" outbound messages only (real time messages are not included)
- **Offers and actions** – Configuration of up to 10 total offers or actions, one treatment per action
- **8-week implementation** – Schedule starts with receipt of data, provided that the above terms are met
- **Pilot and production rollout** – Includes both a pilot and production rollout

Implementation Services

Implementation fees of \$573,000 (USD plus travel expenses and applicable taxes) including:

- 1-week solution alignment workshop to ensure the entire team is aligned on objectives, approach, and delivery plan
- 9-week agile implementation with continuous refinement
- 5-day post go-live optimization and measurement support to tune and optimize the solution, ensuring that you deliver proactive and empathetic messages

Please contact us for a detailed software license quote that matches your current customer levels.

The screenshot shows the 'Next-Best-Action Designer' interface. At the top, there are five main configuration areas: Taxonomy (Define your Next-Best-Action business structures and customer states), Constraints (Set outbound channel limits and suppression policies), Engagement policy (Capture business rules which define when actions are appropriate), Arbitration (Prioritize actions based on customer relevance & business priority), and Channels (Activate the channels and triggers that invoke Next-Best-Action). Below these is a 'Taxonomy' section with a table of business structures.

Issues / Groups	Description	Action naming
Retention	Engage for retention purposes	
☑ Credit Card	Retention related credit card actions	
Highlight Card Benefits	Highlight the benefits that customer gets with the card	Benefits
Increase Spending Limit	Increase amount of credit available to high spending customers	Spending Limit
Waive Monthly Fee	Waive fees for customers in financial distress	Waiver
Payment Deferral Plan	Provide payment relief for a short period of time	Waiver
☑ Personal Loan	Retention related personal loan actions	
Increase Available Credit	Increase amount of credit available to valuable customers	Credit Limit
Schedule Deferred Payment	Assist customers in financial distress by deferring payment	Waiver