



Providing connected service in a disconnected world

Agility for today, future-
proofed for tomorrow.

Phones won't stop ringing. Emails are piling up in inboxes. Social media accounts and web chats are flooding with messages. Many organizations are facing a deluge of customer service requests on every channel, all while managing the added challenge of a distributed workforce trying to provide service remotely.

You need to find a way to handle the increased volumes without significantly driving up costs; demonstrate empathy to customers and employees who are all facing unprecedented challenges; and increase efficiency, availability, and customer options across digital channels.

It may sound like an impossible ask, but with the right strategy and set of tools, your organization can adapt to today's fluid, changing working model and continue to provide high-quality customer service.

Scale-up your customer service with digital channels

Since the start of the pandemic, call volumes have increased by 1,000%¹. Even with a team of superstar agents, one thing is clear: Your current workforce alone is not equipped to handle a 1,000% jump in service calls. Agents alone cannot scale to meet the massive increases in demand. So, short of going on a hiring spree for new agents, how can you scale-up capabilities to keep wait times down? The answer lies in future-proofed, multi-dimensional technology. Focus on digital messaging channels, case management, and intelligent automation.

Scaling to meet higher demands will rely on your ability to extend to digital channels to manage concurrent interactions — particularly channels that enable customers to solve their own issues through self-service or allow representatives and intelligent chatbots to engage with multiple customers through digital messaging. Providing customers with reliable alternative channels through which to seek service can help drive down call volumes.

Automation can help customers arrive at resolutions on web chat, email, or any other channel just as effectively as through a call with an agent – or at times, more effectively. In instances where the customer chooses to still call, case management can help to speed up the interaction by orchestrating work across the organization, reducing the average handle time.

Show your customers you care

Demonstrating empathy to your customers at a time like this is essential. Companies that fail to respond to customers with care and understanding will run the risk of losing business in the short- and long-term. It's important to maintain the level of service that customers expect, providing service that is:

1 Easy

Be available anywhere, anytime: You need to meet your customers wherever they are, at any hour of the day. Whether through machine-based or human engagement, you need to be ready to provide support 24/7.

2 Efficient

Value their time: Increasing service efficiency benefits everyone. Shorter wait or interaction durations make customers feel like you value their time. Added efficiency helps agents work through their queues more easily. And by spending less time on each contact duration, your organization can reduce costs.

3 Empathetic

Provide customized solutions: Understanding the full context of your customer relationship and offering humanized service can go a long way in terms of boosting customer loyalty during unpredictable moments. Humanized service goes a step beyond personalization; it adds the extra touch of heart and compassion. Across any touchpoint, present tailored offers and solutions that demonstrate your empathy for what the customer may be experiencing at this particular moment.

How to make it real (and get real results)

Contextual self-service, intelligent virtual assistants, case management, artificial intelligence (AI), recommended actions. These are just some of the capabilities required to provide the easy, efficient, and empathetic service that your customers expect, without exponentially increasing your spend.

It might feel like the list is never-ending and you aren't sure where to start. Luckily, the Pega Customer Service™ application offers all of these capabilities and more. Don't waste time and money investing in work-arounds or temporary solutions that help you now but won't work in the future. **Pega will drive success during the uncertainties we face today and whatever we face tomorrow.**

Here's how Pega will help you achieve bottom-line results:

Reduce cost-to-serve by helping to deflect customers from the call center toward more cost-effective channels. With built-in AI and automation, digital channels can help customers get the same results as a phone call, whether through automated options, or through synchronous and asynchronous digital messaging channels that let agents handle multiple inquiries simultaneously.

Boost agent productivity with the help of intelligent guidance and collaboration tools. A Pega-powered agent desktop streamlines service by consolidating tasks onto a single screen. By providing task suggestions, dialogue recommendations, and even manager-directed coaching, it helps to improve agent performance and establish consistency.

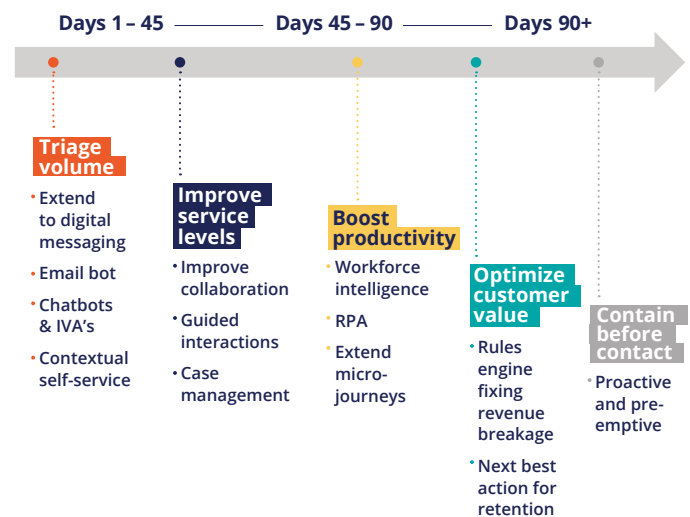
Protect revenue streams through compelling, value-add options. Using contextual AI and predictive analytics, Pega's applications help you to avoid revenue breakage and increase customer retention, even through the tough times. Proactively identify collection risks with a predictive rules engine and negotiate customized payment plans via case management. Meanwhile, AI and next-best-action analytics can help you to present appropriate retention and renewal incentives, without unnecessary overspending.

See the [full list](#) of Pega Customer Service capabilities.

Five steps to transform:



Prioritize your action plan:



Example action plan where service leaders can apply one or more of these strategies in each phase while incrementally improving over time.

“The system not only allows us to offer a great customer experience, but we’re doing it fast, we’re doing it in real time, and we’re doing it without errors.”

— Chad Stewart
CIO, Annuity Group, Great American Insurance Group



Who’s getting it right?



National Australia Bank uses Pega email bots to automatically triage more than 30,000 emails, leading to a 75% auto-classification rate on inbound customer email.

[Learn more](#)



By removing inefficiencies from 93% of processes using case management, Cisco reduced the cost to serve by 80% and saw a 56% reduction in average handle time.

[Learn more](#)



Great American depends on AI and intelligent process automation to deliver support to more than 500,000 policy holders. These capabilities helped the company to reduce certain process times by 50% and cut the withdrawal process time from days to minutes.

[Learn more](#)



The time to act is now.

Are you interested in resetting your customer service strategy? Read [our whitepaper](#) to learn how to get started.

To learn more, visit us at [pega.com](https://www.pega.com).