Pega Real-Time Containers

Hyper-personalize every digital touchpoint

Pega Real-Time Containers allow you to personalize every aspect of the digital experience for your customers. When they hit your webpage or launch your mobile app, the channel application simply calls into Pega Customer Decision Hub for a next best action, and next best treatment recommendation. Pega analyzes the customer's context, and returns that decision within 200ms.

Customize digital experiences for each customer

- Rather than relying on segment-driven or rules-based "personalization", Pega evaluates every customer in the moment - and delivers next best action and treatment recommendations relevant to their current situation.

Leverage learnings from all channels

- Pega sits at the center of your customer engagement stack and consumes data from interactions across every channel. We use that data to adapt the experience in real-time, based on changes observed anywhere – ensuring your digital experiences are always consistent and connected.

Avoid static experiences

- Pega satisfies the SLAs of the highest traffic websites in the world, supporting more than 10,000 next best action requests per second. You can rest easy knowing that your speed, scale, and sophistication needs are covered.

Challenge

Organizations struggle to make digital experiences relevant for each individual. They can't move fast enough to calculate hundreds of propensity scores in real-time, so they have to use pre-defined segments and scores to make decisions. They miss that person's "right now" context, and those offers and messages miss the mark.

Solution

With Pega Real-Time Containers you take each individual's real-time context (where they are, what they're feeling, how they're behaving, etc.) and use that data to personalize that experience. Real-Time Containers leverage hundreds of predictive and adaptive models to evaluate the content options, select a next best action for that individual, and deliver it back to the channel for presentation – all before the page even loads.

Adapt experiences in real time.

- Every time a new piece of data comes in, Pega calculates a new next best action and next best treatment recommendation. That way whenever the customer lands on the web page or launches the mobile app you can ensure it will be personalized to them, based on their current context.

Monitor performance for continuous improvement.

- Because the Pega API comes complete with response tracking, you'll know exactly what's working, and what's not. Every response immediately helps the model learn and improve the performance of your next best action strategy

Seamlessly Integrate with Existing Content Management Systems (CMS).

- You don't need to rip and replace your existing systems. Pega work with your existing content management system (CMS) or channel application – powering it with real-time intelligence so that it can render the most personal experience possible for every customer.
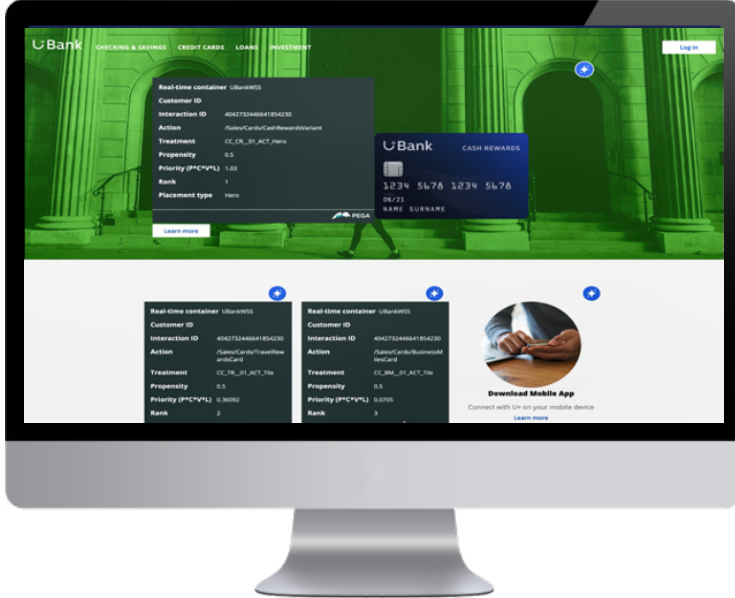
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