

# Pega Scenario Planner

Optimize next-best-action strategies using what-if simulations

Pega Scenario Planner empowers business users to set up and simulate what-if scenarios while they're building next-best-action strategies. This allows them to forecast results more accurately, optimize their strategies to hit specific goals, and explore potential tradeoffs in each option – all before releasing any changes into production.

Pega Scenario Planner lets you:

## **Project strategy performance**

Simulate the performance impact of a strategy change across all your different actions, issues, groups, and channels.

## **Pull levers to align with objectives**

Ensure your changes will deliver the desired results for KPIs like sales revenue, customer satisfaction, churn rate, and profit margin.

## **Improve transparency for the business**

Showcase simulation results against historical performance and prove your business case, before asking stakeholders to commit.

## **Challenge**

Businesses invest tremendous amounts of time and effort trying to improve the quality of their customer interactions. They're constantly refining the mix of offers, actions, treatments, and logic used by their programs.

But understanding the impact of those changes across the business is difficult. Most companies have a very narrow view and can only guess at the enterprise-wide performance implications.

## **Solution**

Pega Scenario Planner gives enterprises the deep insight they need to understand all the potential impacts of a business decision, across the organization. It provides an easy way to test various strategies and optimize their value – not just for short-term sales, but for larger concerns like retention, service levels, and profitability.

Pega Scenario Planner helps enterprises:

**Continuously test and learn**

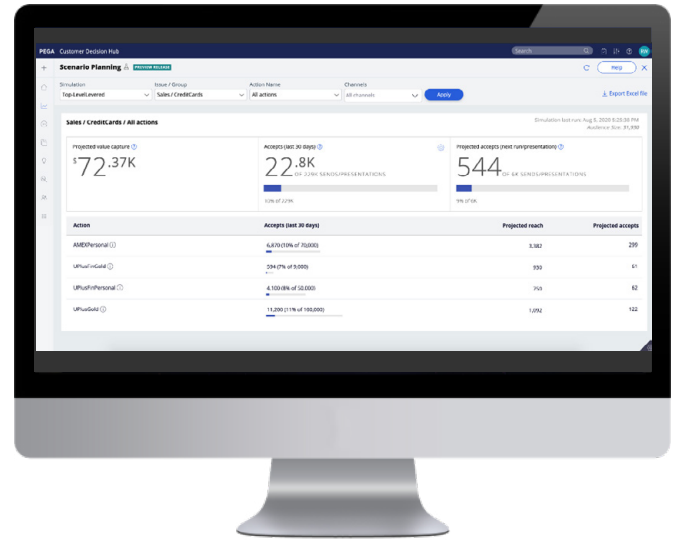
Scenario Planner lets you easily assess the impact of changes to your next-best-action strategies at each level of arbitration – learning which factors have the largest impact on results and adjusting your strategies accordingly.

**Balance performance across business issues and groups**

If performance for product A improves, does product B decline? How does that vary across channels? You don't have to view changes in a vacuum. Scenario Planner lets you measure the impact of proposed changes across all of the actions in your mix so you can ensure each delivers the desired business outcome.

**Avoid missteps that damage the business**

Scenario Planner simulates and tests all changes prior to releasing them into production – that way you'll ensure no customers are unintentionally impacted in a negative way.



Optimize the performance of next-best-action strategies with Pega Scenario Planner.