



PW  
19

# The 36 Sexiest Use-Cases for Pega AI & Decisioning

Matt Nolan

Andrew LeClair

Rebecca Miller

Pegasystems

# Matt Nolan

Pegasystems

- **Head of Marketing**  
**Pega Decision Sciences Division**
- MarTech, Adtech, Decision Management
- Former analyst & Data Scientist
- Former General Manager of Blackbaud  
National Data Corporations
- Financial Services, Communications,  
Retail Markets

 [@NolanMatthew](https://twitter.com/NolanMatthew)

 <https://www.linkedin.com/in/nolanmatthew>



# Andrew LeClair

Pegasystems

**Product Marketing Manager  
Pega Decision Sciences Division**

- 1:1 Customer Engagement
- Former Research Analyst & Marketing Consultant, Aerospace Sales
- Marketing Investment Strategies, Channel Mix, Resource Allocation & Go-to-Market Execution
- Insurance, Healthcare, Manufacturing, Hospitality

 [@aleclair\\_PEGA](https://twitter.com/aleclair_PEGA)

 <https://www.linkedin.com/in/andrew-leclair>



# Rebecca Miller

Pegasystems

**Product Marketing Specialist,  
Sales Automation**

- Customer Engagement, Partner Relationship Management (PRM), B2B & B2B2C Technologies
- Formerly Product Marketing at TechTarget
- MBA, Clark University
- Anti-Defamation League Associate Board



**@Reb IMiller**



**<https://www.linkedin.com/in/rebecca-miller-15134172/>**

# The Vision For 1:1 Customer Engagement



Relevant

Sales

Timely

Service

Contextual

Retention

Consistent

Risk



**Customer**

**Business**

# Customer Decision Hub™

The Single Decision Authority



# Contextual Decisions

For Each Customer

Which strategy fits  
their situation?

**Service**

*(if service issue exists)*

**Retention**

*(if churn likely & CLV high)*

**Nurture**

*(if engagement low)*

**Sales**

*(if profitable sale likely)*

**No-Action**

*(otherwise)*

# Next Best Action Decisions (P\*V\*L)

Potential Actions for Angus	P Propensity	V Value	L Lever	Action (\$)
<b>Offer:</b> Fixed Rate Mortgage Loan				
<b>Offer:</b> 5% Cash Back Card				
<b>Offer:</b> Adjustable Rate Mortgage Loan				
<b>Service:</b> Update Email				
<b>Service:</b> Travel Notification				
<b>Retention:</b> Travel Bundle				
<b>Retention:</b> Waive Annual Fee 1 Year				
<b>Nurture:</b> New Mobile App				

What Is It Worth?

Next-Best-Action

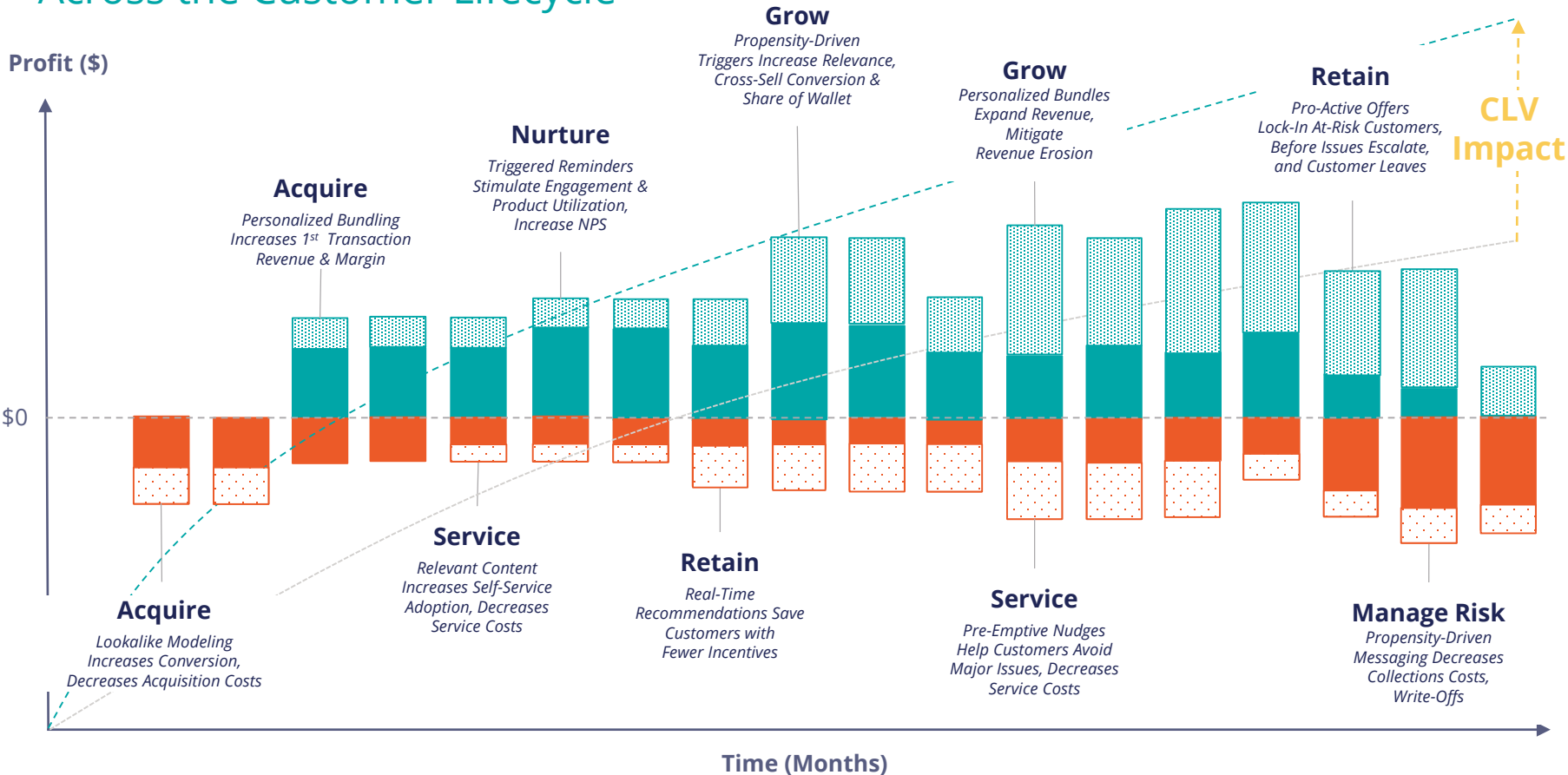
Real-World Adjustment

Will They Accept?



# High-Value Interactions

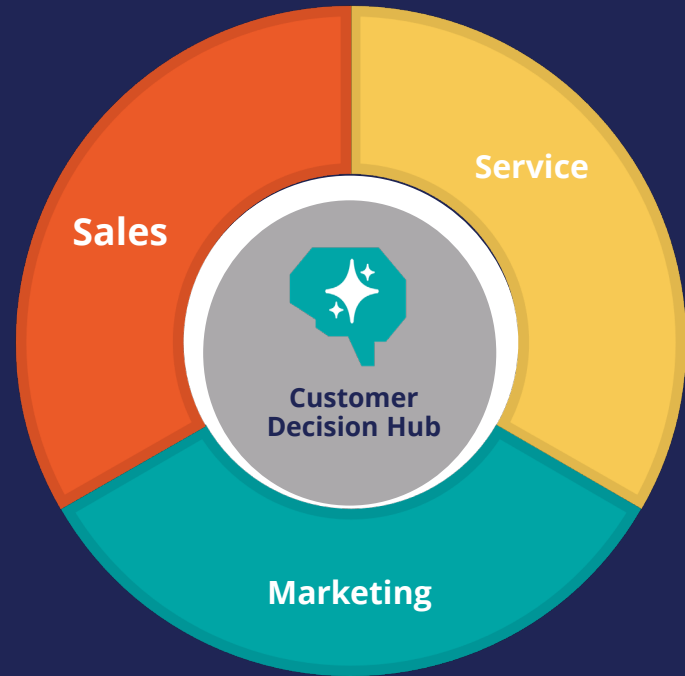
## Across the Customer Lifecycle



# Today's Conversation

How do we bring everything together into one connected experience?

- Paid Platforms
- Digital Channels
- Outbound Marketing
- Sales Desktops
- Contact Centers
- Retail Locations
- Machines & Devices



How can AI help us  
early in our customer  
relationships?



68%

# Digital Ad Spend Google & Facebook

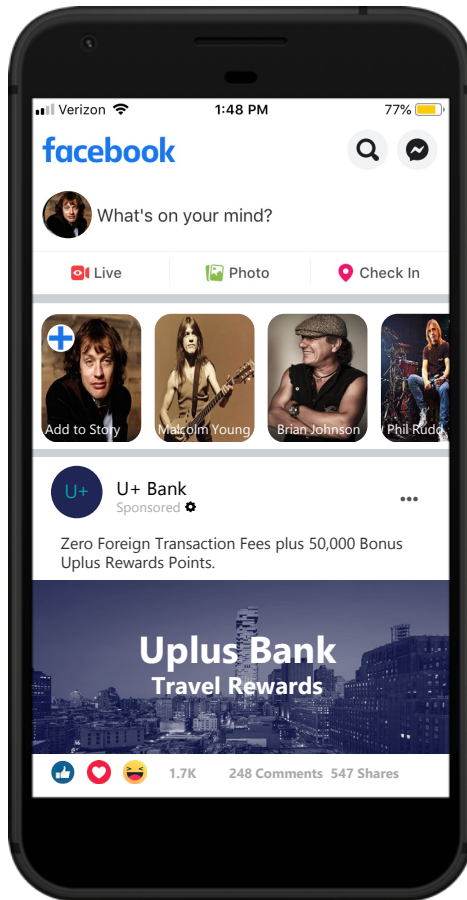
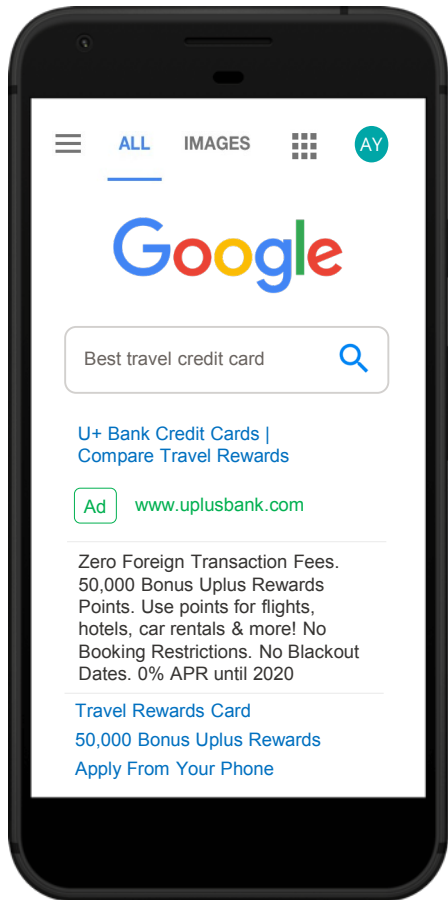
# The Critical Shift in Paid

## Traditional

- 1 Manually Segment & Pull
- 2 Data Management Platform (DMP)
- 3 3<sup>rd</sup> Party Data & Cookies
- 4 Days To Onboard
- 5 Disconnected Experience

## Next Best Action

- 1 AI-Generated Audiences
- 2 Direct Integration (S2S)
- 3 1<sup>st</sup> Party Data & PII
- 4 Minutes To Onboard
- 5 Connected to EVERYTHING



How do we use AI  
to connect our  
digital channels?



98%

**of Customers  
Wont (re)purchase  
unless experience  
is personalized**



# The Critical Shift in Web

## Traditional

- 1 Static Experiences
- 2 Segment-Driven
- 3 Rules & Collaborative Filtering
- 4 Tag Management
- 5 Cookie-Based Re-Targeting




## Next Best Action

- 1 1:1 Actions & Treatments
- 2 Adaptive Machine Learning
- 3 Real-Time Decisions (<100 ms)
- 4 Streaming Big Data
- 5 Integrated Strategies

Uplus Bank Corporation [US] | www.uplusbank.com

U+ Bank    Checking    Savings    Credit Cards    Home Loan    Auto Loan    Invest

## Find the right credit card



[Learn more](#)

Welcome

Username

Password

Remember me

[Sign in](#)

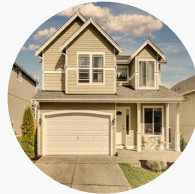
[Forgot username/password?](#)  
[Not enrolled? Sign up now.](#)

## Choose what works for you



### Auto

Get your estimated rate



### Home

The right mortgage for the right home



### Savings

Take the 1<sup>st</sup> step towards your goals

Credit Card, Banking X +

Uplus Bank Corporation [US] | www.uplusbank.com


U+ Bank    Checking    Savings    Credit Cards    Home Loan    Auto Loan    Invest

**Lock in your rate with a 30-Year Fixed Rate Loan**


Prequalify in minutes

- Accept Offer
- Go Paperless
- Customize Card
- Online Wallet
- Refer A Friend


**What can we help with?**



**Mortgage Calculator**  
Find out how much you can afford



**Planning to Flip?**  
Our HELCO options have no annual fees



**Preferred Rewards**  
Check our your personalized offers

How do you use AI  
to drive the  
seller experience?



90%

**Of Reps Suffer From  
Information Overload**

**Traditional SFA has been about  
what sellers put into the system**

**Not what sellers *got out of it***

# Critical Selling Blind Spots

## Traditional Blind Spots

- 1 Digital Engagement
- 2 Lead Quality
- 3 Quota Attainment
- 4 Likelihood to Close
- 5 Timing & Tactics

## AI Sales Insights

- 1 Next Best Actions and Offers
- 2 Lead Scoring
- 3 FutureCast
- 4 Opportunity Insights
- 5 Guided Selling



	<input type="text" value="TMason"/>
	<input type="password" value="*****"/>
<p><b>Log in</b></p>	

[Trouble logging in?](#)



- + Create
- Dashboard
- My Work
- Spaces
- Pulse
- Organizations
- Contacts
- Leads
- Opportunities
- Forecast
- Campaigns
- Appointments
- Affinities
- Analytics
- Knowledge
- Engagement Map
- Reports
- Following

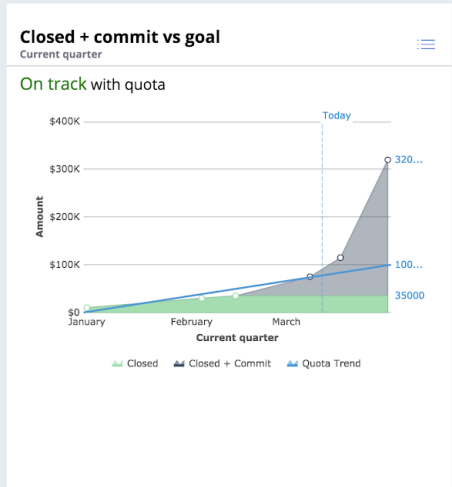
- Recents [See all](#)
- Business Opportunity
- Ultra 265 Surveillance KIT for Forest Gas
- ...

### Dashboard

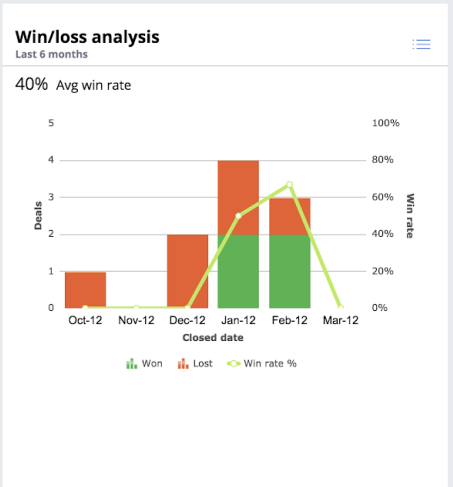


- #### Next best actions
- Drive digital activity: Ultra kit for Security ✓
  - Drive digital activity: Security products for Acme ✓
  - Drive digital activity: Carbon Monoxide Detectors for APW Technologies ✓
  - Follow up on open service case (S-10004) and provide customer an update: Ultra 265 Surveillance KIT for Acme Software ✓
  - Drive digital activity: Ultra 265 Surveillance KIT for Forest Gas ✓

- #### Next best offers
- Offer Z-Wave CO detection system to Sara Connor 66%
  - Offer Z-Wave CO detection system to Kiley Amigon 66%
  - Offer Photo electric smoke detection system to Jina Briddick 65%
  - Offer Photo electric smoke detection system to Bob Smith 63%
  - Offer Z-Wave CO detection system to Ian Thomas 53%



- #### Top 5 opportunities
- 20% of total pipeline
- HDTVI Outdoor Video Security System for Forest Gas Negotiation: \$50,000, Close date: 07/12/2019
  - Window Sensor System for APW Technologies Decision: \$50,000, Close date: 04/19/2019
  - HDTVI Outdoor Video Security System for APW Technologies Negotiation: \$40,000, Close date: 03/08/2019
  - Window Sensor System for Acadia Research Negotiation: \$30,000, Close date: 03/18/2019
  - Window Sensor System for Forest Gas Negotiation: \$25,000, Close date: ...



- + Create
- Dashboard
- My Work
- Spaces
- Pulse
- Organizations
- Households
- Accounts
- Contacts
- Leads**
- Opportunities
- Forecast
- Campaigns
- Appointments
- Knowledge
- Engagement Map
- Reports
- Following >
- Recents** [See all](#)
- Acme Software

**Leads**

Create lead

Filter lead

Filter

All

Individual

Business

⋮

Score	Name	Company name	Stage	Create date	Owner	Territory	Source	Days inactive	Partner			
<span style="color: green;">●</span> 93	<a href="#">Joe Smith</a>	Dell	Assigned	04/16/2019	Jeff Green	North East	Web Chat	10				
<span style="color: green;">●</span> 93	<a href="#">Jordan Luke</a>	Georgia Tech	Assigned	04/16/2019	Jeff Green	North East	Web Chat	10				
<span style="color: green;">●</span> 85	<a href="#">John Crew</a>	APW Technologies Corp	Assigned	04/12/2019	Jeff Green	North East	Web Chat	14				
<span style="color: green;">●</span> 85	<a href="#">Sara Connor</a>	Acme Software	Assigned	04/10/2019	Jeff Green	North East	Web Chat	16				
<span style="color: green;">●</span>			Assigned	04/09/2019	Jeff Green	North East	Web Chat	17				
<span style="color: gray;">●</span>			Assigned	03/08/2019	Terry Mason	North East	Partner	49				
<span style="color: gray;">○</span>			Sales Qualified	10/13/2018	Terry Mason	North East	Web	31				
<span style="color: gray;">○</span>			Assigned	10/13/2018	Jeff Green	North East	Direct Mail	32				
<span style="color: gray;">○</span>			Assigned	04/10/2019	Terry Mason	North East	Web Chat	16				
<span style="color: gray;">○</span>			Assigned	04/01/2019	Terry Mason	North East	Campaign Outdoor surveillance systems	25				
<span style="color: gray;">○</span> 38	<a href="#">Sam Ngo</a>	Wellmark	Assigned	04/03/2019	Terry Mason	North East	Campaign Nest Cam Promotion	22				
<span style="color: gray;">○</span> 26	<a href="#">John Connor</a>	Bosch	Assigned	02/15/2019	Terry Mason	North East	Web Chat	70				
<span style="color: gray;">○</span> 26	<a href="#">Mark Parlato</a>		Assigned	11/13/2018	Jeff Green	North West	Seminar	163				
<span style="color: gray;">○</span> 26	<a href="#">Tamar Hoogland</a>	Acme Software	Assigned	03/13/2019	Terry Mason	North East	Campaign Security package promotion	44				
<span style="color: gray;">○</span> 20	<a href="#">John Smith</a>	APW Technologies Corp	Assigned	03/08/2019	Terry Mason	North East	Seminar	49				

Open detailed predictor model

**Top 3 predictors affecting lead score**

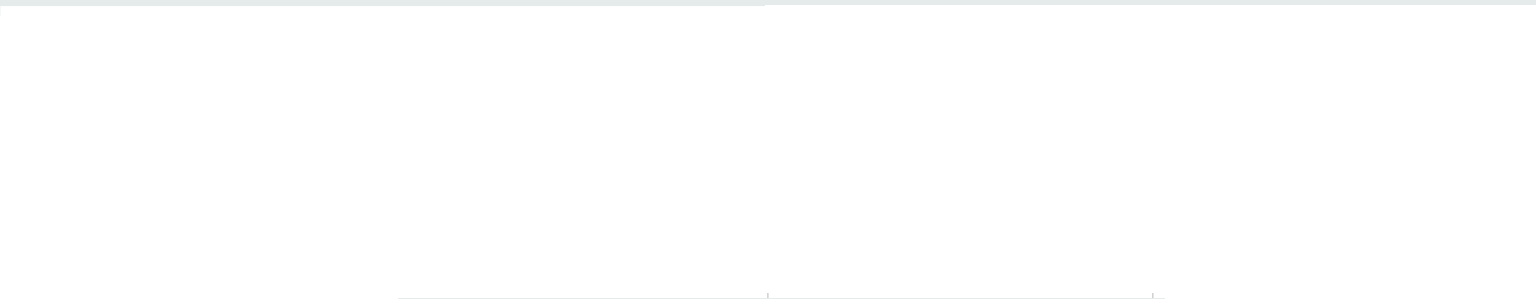
Predictor	Value
Rating	<span style="color: green;">😊</span> 1-Hot
Valid email	<span style="color: green;">😊</span> true
Age	<span style="color: green;">😊</span> 16

- + Create
- Dashboard
- My Work
- Spaces
- Pulse
- Organizations
- Households
- Accounts
- Contacts
- Leads**
- Opportunities
- Forecast
- Campaigns
- Appointments
- Knowledge
- Engagement Map
- Reports
- Following >

Acme Software > Acme Software > Opportunity  
**Ultra 265 Surveillance KIT for Acme Software**

★ Unfollow
Edit
Actions

Amount \$80,000.00	Close date 05/15/2019	Probability 75%	Owner Terry Mason
Name Ultra 265 Surveillance KIT for Acme Software	Territory North East	<b>Org news</b> <a href="#">Google News</a>	
Account <a href="#">Acme Software</a>	Forecast category Commit	<a href="#">Police Seek Man Who Stole Food From Acme</a> Patch.com	
Short name Ultra 265 for Acme	Stage Decision	Police Seek Man Who Stole Food From Acme - Lower Southampton, PA - Lower Southampton Police say the man loaded up a basket with cheese, deli meats, ...	
Source Direct Mail	Age 17	Today By Patch.com	
Must win No		<a href="#">Acmes Trout to step down Friday as president; new leader to be named Friday</a> Record-Courier	
Description Ultra 265 Surveillance KIT for Acme Software.			
<p>Jim Trout, president of Acme *Fresh* Market, is stepping down Friday as president of the grocery store chain. A new leader will be named Friday, said Trout, who ...</p>			



Next stage

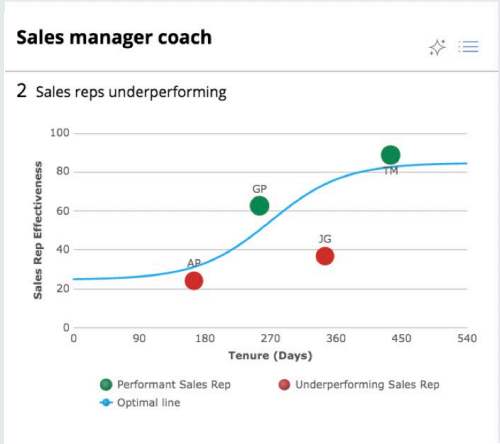
✓ QUALIFICATION	✓ ANALYSIS	✓ PROPOSAL	DECISION	NEGOTIATION	CLOSED
Determine time-frame ✓	Identify competition	Proposal development	Confirm decision date	Prepare contract	Send thank you
Identify stakeholders	Identify sales team		Request discounts	Weekly close plan	Schedule post-mortem
Determine budget					

**Recents** [See all](#)

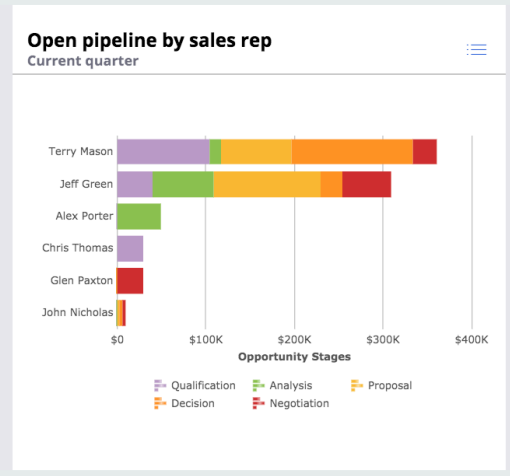
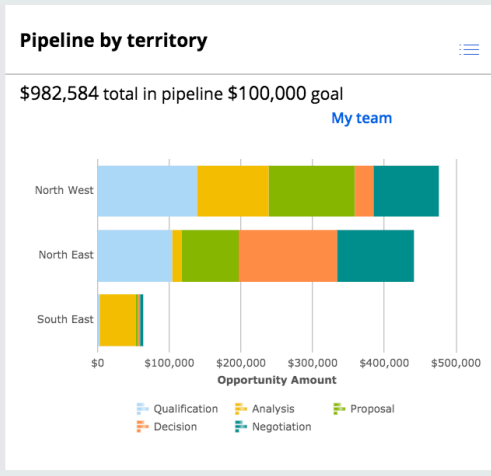
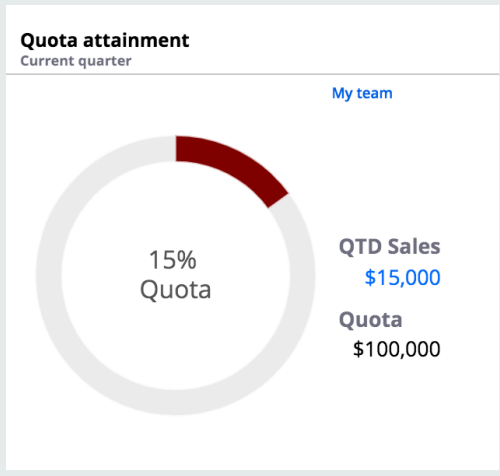
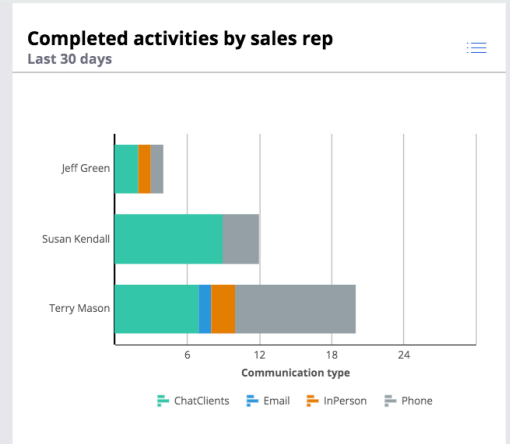
Ultra 265 Surveillance KIT for

- Create
- Dashboard
- My Work
- Spaces
- Pulse
- Organizations
- Households
- Accounts
- Contacts
- Leads
- Opportunities
- Forecast
- Appointments
- Campaigns
- Knowledge
- Engagement Map
- Reports
- Workforce Intellig...
- Following

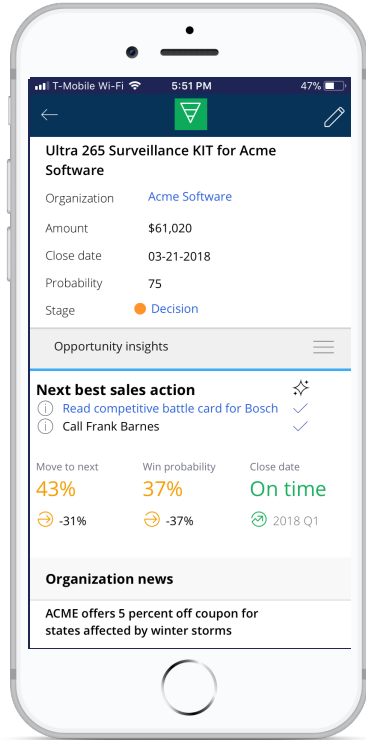
**Dashboard** Individual Business



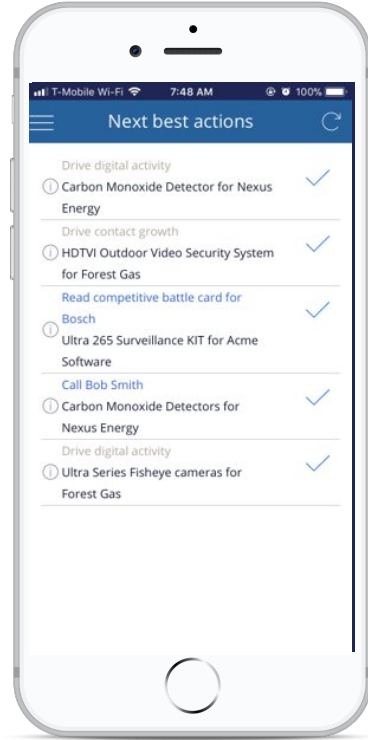
- ### Sales coach for Alex Porter
- Increase the no. of unique opportunities in Analysis stage [View pipeline](#)
  - Increase the pipeline amount in Analysis stage [View pipeline](#)
  - Send more follow-up/introductory emails to contacts [View outbound emails](#)
  - Faster progression to increase Negotiation stage pipeline amt [View pipeline](#)



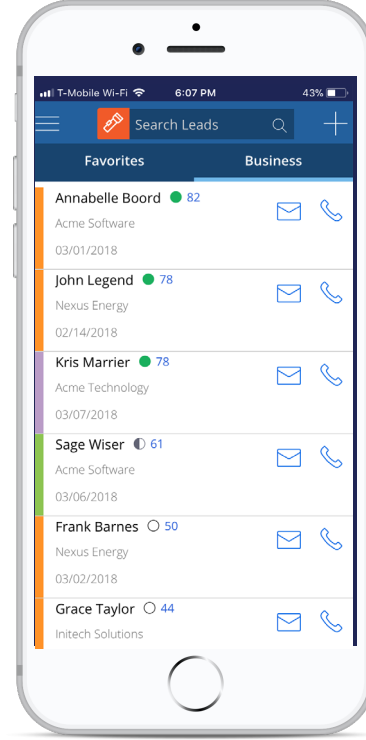
# Bringing to Life on Mobile



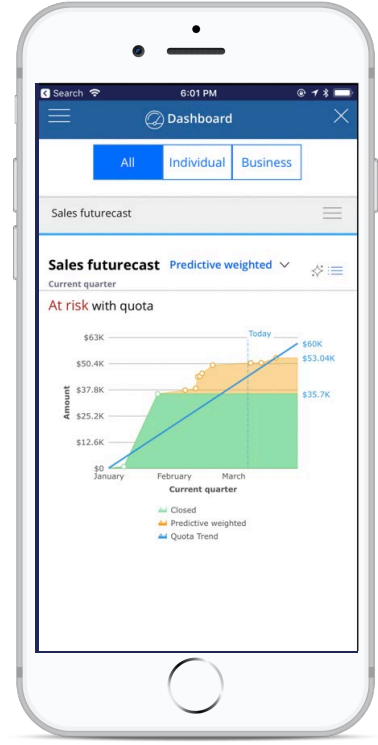
Opportunity Insights



Next Best Actions and Offers



Lead Scoring



Sales FutureCast

How do we use AI  
to power the  
service experience?



85%

**Of Service Interactions  
Will Be AI-Powered  
By 2020**

# The Critical Shift in Service

## Traditional Service

- 1 Digital Chaos
- 2 Wait Until Call
- 3 Selling Is Painful
- 4 Scripted Interactions
- 5 One Size Fits All

## AI-Powered Engagement

- 1 Self-Service Empowered
- 2 Pro-Actively Retain
- 3 AI-Triggered Cross Sell
- 4 Contextual Recommendations
- 5 Empathetic Service



- Home
- My Work
- Dashboard
- My Reports
- Manager Tools
- Pulse
- Tags
- Workforce Intelligence

Welcome, CA Sys Admin

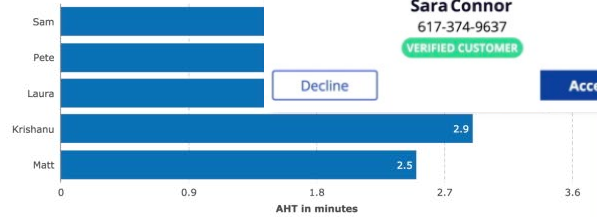
Messages & alerts

New message



No items

CSR performance - AHT



Incoming call...

Sara Connor  
617-374-9637  
VERIFIED CUSTOMER

Decline

Accept

Get most urgent

- My Cases
- My workbaskets
- Recent work
- My team
- Followed cases

ID	Urgency	Due	Description	Category	Owner
S-77	70	1 month 3 days ago	Change account address	Account Address Change	CA Sys Admin
S-84	70	1 month 3 days ago	Change account address	Account Address Change	CA Sys Admin
S-99	70	28 d ago	Change account address	Account Address Change	CA Sys Admin
S-100	70	28 d ago	Change account address	Account Address Change	CA Sys Admin
S-101	70	28 d ago	Change account address	Account Address Change	CA Sys Admin

**Sara J Connor**

Owner

Last interaction 29-May-2018  
Reason Chat  
Status Open  
NPS 8

**CONTACT INFORMATION**

Callback 617-374-9637  
Phone 613-543-2222  
Email sconnor150@gmail.com  
Address 100 Main Street 6th Floor  
Cambridge, MA, 20392

**CUSTOMER SUMMARY**

Open cases 62  
Communication preference Phone, Mail  
Active accounts 4

**RELATIONSHIP**

Churn risk High  
NPS trend Passive  
Lifetime value Platinum  
Customer since 01-Mar-2018

SHOW LESS

00:50 / 07:00

+ Add Task

Offer - Platinum Plus Trav...

Wrap Up

**Next best action**

- Dispute Transaction
- Continue: Dispute a charge
- Make Sales Offer**

Platinum Plus Travel Card	75%
Classic Credit Card	70%
Cash Rewards	65%

Would you be interested in learning more about our Platinum Plus Travel Card promotion ?

Present Sales Offer (5-154)

**Platinum Plus Travel Card** (20 pts)

Platinum Plus Travel Card, 0% interest for 18 months when you transfer

RELEVANCE 75%

[See relevance details](#)

Not Now [Decline](#) [Learn More](#)

Account Overview

Account number <b>1234500078963456</b>	Available balance <b>\$5,226.32</b>	Payment date <b>Apr 28, 2018</b>	Min. payment <b>\$95.00</b>
Account type <b>Credit Card</b>	Status <b>Active</b>	Last payment amount <b>\$110.00</b>	Available balance <b>\$5,226.32</b>
Account owner <b>Sara Connor</b>	Last statement date <b>Mar 4, 2018</b>	Last payment posted <b>Mar 24, 2018</b>	Average monthly balance <b>\$7,539.22</b>
122 Commonwealth Ave Boston MA 02138 <a href="#">Edit</a>	Next statement date <b>Apr 14, 2018</b>	YTD payments <b>\$1,123.19</b>	Account open date <b>Aug 5, 2014</b>



### Incoming email

Layout



✓ **Resolve** → **Transfer**



(I-1234)

### Re: My luggage did not arrive!

Sara Connor (sara.connor@org.com) to Support

June 5, 2017 9:09 AM



Reply...

Luggage hotline

Apology email



I'm still at the **airport**. I need help now!!

- Sara

Thank you for your email. We will contact you shortly.

Support  
TravelOrg, 124 main st., Cambridge MA 01234



Luggage refund policy  
Policy | Annette Hunt

My luggage did not arrive in **Dallas**. I'm at the **airport**

Sent from my iPhone



pic\_15612654  
Other | Peter Studer



Flight Information  
Itinerary | American Airlines

View analysis • Negative • Missing luggage +2 more

### Text analysis

Collection of all the information extracted from this email and attachments

All content

Entities

All entities

City

Date

Location

Email

Flight number

Person

Organization

Other

Email header info

Sentiment

Topics

Boston

Dallas

Dallas

June 5, 2017

airport

peter.studer@org.com

12321

Peter Studer

Details

Create case

### Lost Luggage Claim

Enter or copy information from email and attachments to case

Customer email \*

peter.studer@org.com

Customer name \*

Peter Struder

Flight number \*

AA1314

Arrival city \*

Departure city \*

Boston

Cancel

Create case

Hello Sara,

At U+ we take your security seriously and monitor it 24/7. If you have a security question or experience a security Please let us know through one of the helpful options below.

I have a question about a:

**Suspicious Email**

Call us immediately at: 555-567-9999  
 Forward any emails to: [Didyousendthis@Uplusbank.com](mailto:Didyousendthis@Uplusbank.com)

**Suspicious Phone Call**

Call us immediately (M-F): 555-567-9999  
 On weekends call us at: 555-456-9995

**Suspicious Letter**

Call us immediately (M-F): 555-567-9999  
 On weekends call us at: 555-456-9995

**Unrecognized Charges on a Bill or Statement**

Call us immediately (M-F): 555-567-9999  
 On weekends call us at: 555-456-9995

**Unrecognized ATM Withdrawal**

Call us immediately (M-F): 555-567-9999  
 On weekends call us at: 555-456-9995

**Lost Card**

Call us immediately (M-F): 555-567-9999



Self-Service Advisor

Credit Card Information

Fraud: What it is and how it impacts you

Share

Fraud happens more often than you think. Watch the video below to understand how it impacts you and what you can do to prevent it damaging your financial help and well-being.



Related actions

Dispute a charge

Was this helpful?



Call us  
Wait time: 3 min



Chat not available



Write to us  
Resp In: 1-2 days

Powered by Pega

How does AI trigger  
outbound channels?



<1%

# The Average Campaign Response Rate

# The Critical Shift in Outbound

## Traditional

- 1 Batch Campaigns & Segments
- 2 Offers & Product Pushing
- 3 A/B Testing
- 4 6-12 Weeks
- 5 1% Response

## Always-On

- 1 AI-Triggered 1:1 Engagement
- 2 Service, Retention, Nurture
- 3 Integrated Machine Learning
- 4 < 24 Hours
- 5 6X Response Rates

🔴 🟡 🟢
VIPs (393 messages)
🔍

📧 Hide
Inbox - Work (18525)
VIPs (378)
Sent
Flagged
Drafts (251)

**MAILBOXES**

- 📧 Inbox
- ▶ 📧 Work 18525
- ▶ 📧 Google 1382
- ▶ ★ VIPs 378
- ▶ ★ Google... 378
- ▶ 🚩 Flagged 13
- ▶ 📄 Drafts 251
- ▶ 📧 Sent
- ▶ 🗑️ Trash 354

**SMART MAILBOXES**

**GOOGLE**

- ▶ 📁 [Gmail] 1598
- ▶ 📁 Junk
- ▶ 📁 Personal

**MAIL ACTIVITY**

+ 📧 ⚙️

Sort by Date ▾

**UPlus Banking** Just Now

**Security Alert**

Angus, did you spend \$985.67 at Uplus Cupcakes? If not, we're here to help. We've got you covered with Uplus Liability Protection.

**UPLUS Communications** 2 Hours Ago

**Design Your Personalized iPhone X**

If you want it done right, sometimes you have to do it yourself. Now at upluscomms.com, you can design your own new iPhone X – the way YOU want

**SABR Newsletter** 2 Hours Ago

**Lifetime Achievement Award**

Angus, we're happy to inform you that you've been nominated for the Lifetime Achievement award, by your peers at the Society for American Baseball Research.

**Words With Friends** Today

**People Almost As Smart As You**

We know, you've dominated every game you've played for the last 5 years. You're 245-0 against ranked opponents. But we've found your next challenger, and this time....

**StubHub** Today

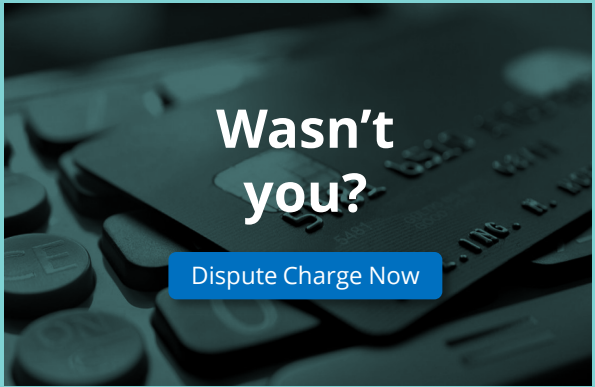
**Boston Celtics Tickets, In Your Section**

We know that you only love the BEST seats in the Garden, so when we find them, we send them to you first. As a VIP, you can watch tonight's game against the Lakers in style...

**Pega Offers** Yesterday

**Unified Marketing, Sales, and Service**

Never heard of Pega? Well, you have now. Pega offers the world's only real-time interaction management platform that was built from the ground-up to support CRM



Wasn't  
you?

Dispute Charge Now

Stay Safe  
Out There

Tips to Protect  
Your Information

Angus,  
We're letting you know that we've detected some unusual activity on your UPLUS Bank credit card. For your security, please verify the following:

- Approved transaction at UPlus Cupcakes for \$985.67 on 05/30/19



🔴 🟡 🟢
VIPs (393 messages)
🔍

📧 Hide
Inbox - Work (18525)
VIPs (378)
Sent
Flagged
Drafts (251)

**MAILBOXES**

- 📁 Inbox
- ▶ 📁 Work 18525
- ▶ 📁 Google 1382
- ▶ ⭐ VIPs 378
- ▶ ⭐ Google... 378
- ▶ 🚩 Flagged 13
- ▶ 📄 Drafts 251
- ▶ 📧 Sent
- ▶ 🗑️ Trash 354

**SMART MAILBOXES**

**GOOGLE**

- ▶ 📁 [Gmail] 1598
- ▶ 📁 Junk
- ▶ 📁 Personal

**MAIL ACTIVITY**

+ 📧 ⚙️

Sort by Date ▾

**UPlus Banking** Just Now

**Travel Tips for You**

Angus, before you hit the road, check out these helpful travel tips – just for you!

**UPlus Communications** 2 Hours Ago

**Design Your Personalized iPhone X**

If you want it done right, sometimes you have to do it yourself. Now at upluscomms.com, you can design your own new iPhone X – the way YOU want

**SABR Newsletter** 2 Hours Ago

**Lifetime Achievement Award**

Angus, we're happy to inform you that you've been nominated for the Lifetime Achievement award, by your peers at the Society for American Baseball Research.

**Words With Friends** Today

**People Almost As Smart As You**

We know, you've dominated every game you've played for the last 5 years. You're 245-0 against ranked opponents. But we've found your next challenger, and this time....

**StubHub** Today

**Boston Celtics Tickets, In Your Section**

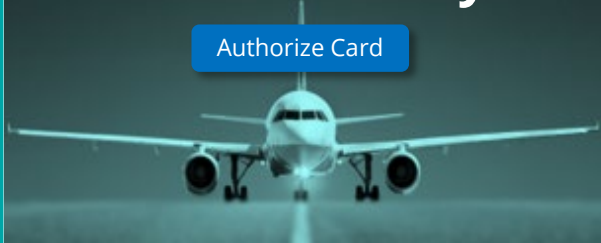
We know that you only love the BEST seats in the Garden, so when we find them, we send them to you first. As a VIP, you can watch tonight's game against the Lakers in style...

**Pega Offers** Yesterday

**Unified Marketing, Sales, and Service**

Never heard of Pega? Well, you have now. Pega offers the world's only real-time interaction management platform that was built from the ground-up to support CRM

# Traveling Internationally?



Authorize Card

## What To Consider

See Travel Tips

There's nothing worse than getting to your vacation destination, and having your card get declined.

Here are three tips to ensure you stay safe and secure while traveling outside the US.

# Let's Count The Use-Cases...

Analyze	Acquire	Convert	Nurture	Service	Retain	Cross-Sell	Upsell	Mitigate
Interaction History	Direct Platform Integration	Lead Scoring & Routing	Contextual Triggers	Service	Churn Scoring	Geo-Fencing	In-Market Modeling	Risk Scoring
Adaptive Learning	Next Best Action Audiences	Next Best Sales Action	M...		n	Next Best Offers	LTV Projection	Strategy Simulation
Event Processing	Lookalike Modeling	Win / Stage Probability	B...		nt	Next-Best Treatments	Personalizd Bundles	Offer Suppress
Decision Arbitration	Automated Updates	Quota Attainment Projection	Rewards In Reach	Intelligent Routing	Journey Visualization	Next Best Add-On	Bundle Negotiation	Debt Collection



# In the Tech Pavilion

[See a Demonstration](#)

## 1:1 Customer Engagement

- Web Personalization
- Agent Intelligence
- Always-On Outbound
- Paid Media
- Real Time Data Streams
- Data Science
- 1-1 Operations

## Customer Service

- Next Best Action
- In The Chat
- Agent Desktop
- Real-time AI
- Dynamic Case Management
- Robotic Desktop Automation
- Pega Call

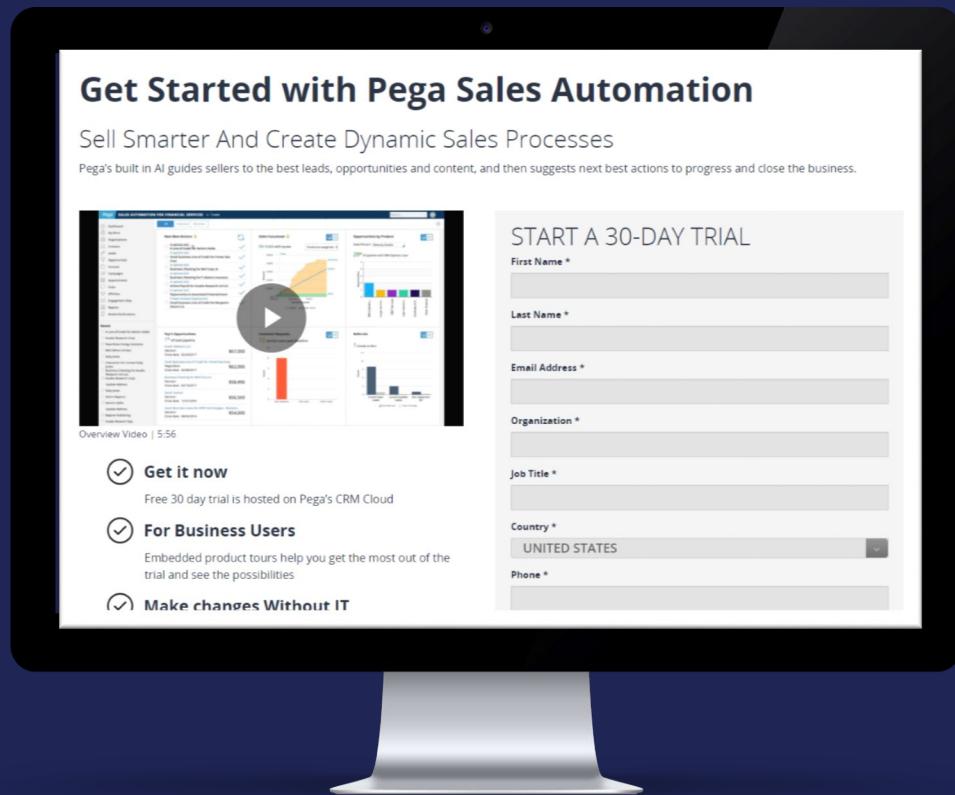
## Sales Automation

- Opportunity Insights
- Leading scoring
- Guided Selling
- Next Best Action and Offers
- Intelligent Virtual Assistant for Email
- Sales Chatbot
- Partner Relationship Management



Sell smarter and create dynamic sales processes.

Or get a free 30-day trial





**PEGA<sup>®</sup>**

Build for Change<sup>®</sup>