



Retail warranty provider increases sales with award-winning service

- **Built seamless, branded contact center solution in 3 months**
- **Consistent user interface; existing system integration**
- **Fast onboarding key to new retail contracts, satisfaction**

The business issue

When this national warranty provider signed a large product replacement contract with a major US retailer, it had just 90 days to implement a new contact center solution to support the retailer. The solution and migration had to be seamless with zero impact on the customer service representatives' (CSR) ability to service existing contracts.

The new CSR desktop would have to accommodate the retailer's existing customer and contract data sources, as well as original purchase details and replacement product fulfillment. Onboarding had to be easy to repeat for all new clients and the solution had to support unique branding and processing requirements.

The CSRs needed a consistent and familiar user interface to maximize efficiency and expertise while providing a seamless, branded experience for the end customer.

The solution

The existing Oracle CRM system required a large staff of developers and proved too inflexible. With Oracle, it would be impossible to meet the new client's timeline. The company chose Pega to create a more agile and flexible solution to meet the client's requirements and position the company for future growth.

With Pega Customer Process Manager (CPM) and Pega Case Management, they achieved all their business objectives in just 70 days. The project required just four members of the IT team. "Building the same capability in Oracle would have taken at least two or three times as long with three times the resources," reported a company executive.

The results

The Pega solution now supports all the company's retail clients across its seven national contact centers. Being able to bring new clients onboard in under 3 months is a key differentiator in winning contracts with other major retailers.

- **3X faster development and a 65% reduction in developer resources as compared to an Oracle solution**
- **Reduced onboarding time for new clients by >60%**
- **Won the leading industry association's award for best use of technology in customer service**



Building the same contact center capabilities in Oracle would have taken at least two or three times as long and required three times the resources. We couldn't have pulled it off.

IT Executive
Warranty Provider