



Apple Business Chat Beta

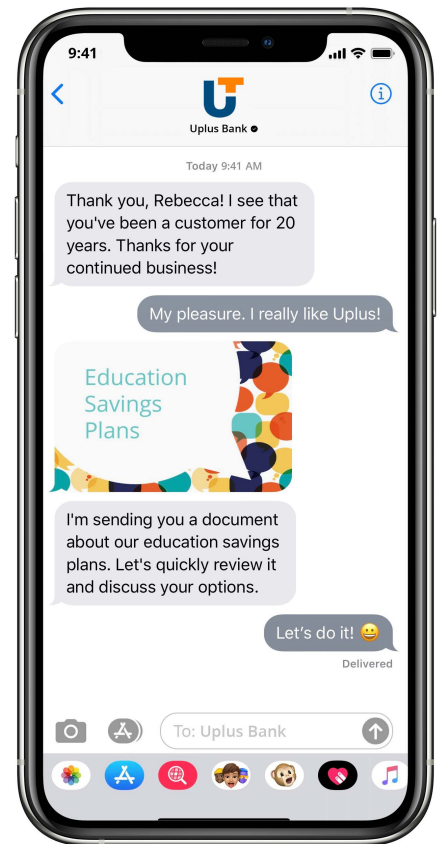
Engage with customers when and where they want

Apple Business Chat Beta is a powerful new way for businesses to connect with customers directly, through the Messages app on iOS 11.3. Using Apple Business Chat Beta, your customers can ask questions about your products or services, schedule appointments, and make purchases or payments through Apple Pay, conveniently from their iPhone or iPad.

Customers can start conversations with your customer service team directly from your app, from an iMessage link on your website, or by searching for your brand in Apple Maps, Siri, or Spotlight. Their inquiries are then routed to an automated assistant or a live agent for the best and fastest possible response.

Seamless integration & simplicity

Apple Business Chat integrates seamlessly with Pega Customer Service™. Using a combination of automated and human assistance, this solution empowers smart, personalized interactions from a single user interface. The simplicity of Pega Customer Service™ makes it effortless to work with, yet powerful enough to support the customer service complexities of large organizations.



Let Pega be your CSP of choice

Getting started is easy

1

Apply for Apple Business Chat Beta
register.apple.com/business-chat

2

Select Pega as your Customer Service Platform provider

3

Notify your Pega Account Executive or email info@pega.com

Digital desktop solutions for omnichannel customer service

With Pega, large-scale enterprises can provide sales and service support via social media, live chat, SMS, and messaging applications, like Apple Business Chat Beta. Our omni-channel solutions feature CRM integration and case management capabilities, and are aimed at helping you deliver an innovative, convenient, and customer-valued service experience.

Mobilize your contact center for the digital-first era with our scalable, future-proof software and the rewards will follow: leaner, smarter operations and a best-in-class customer experience that will place your company at the leading edge of the digital customer service revolution.

