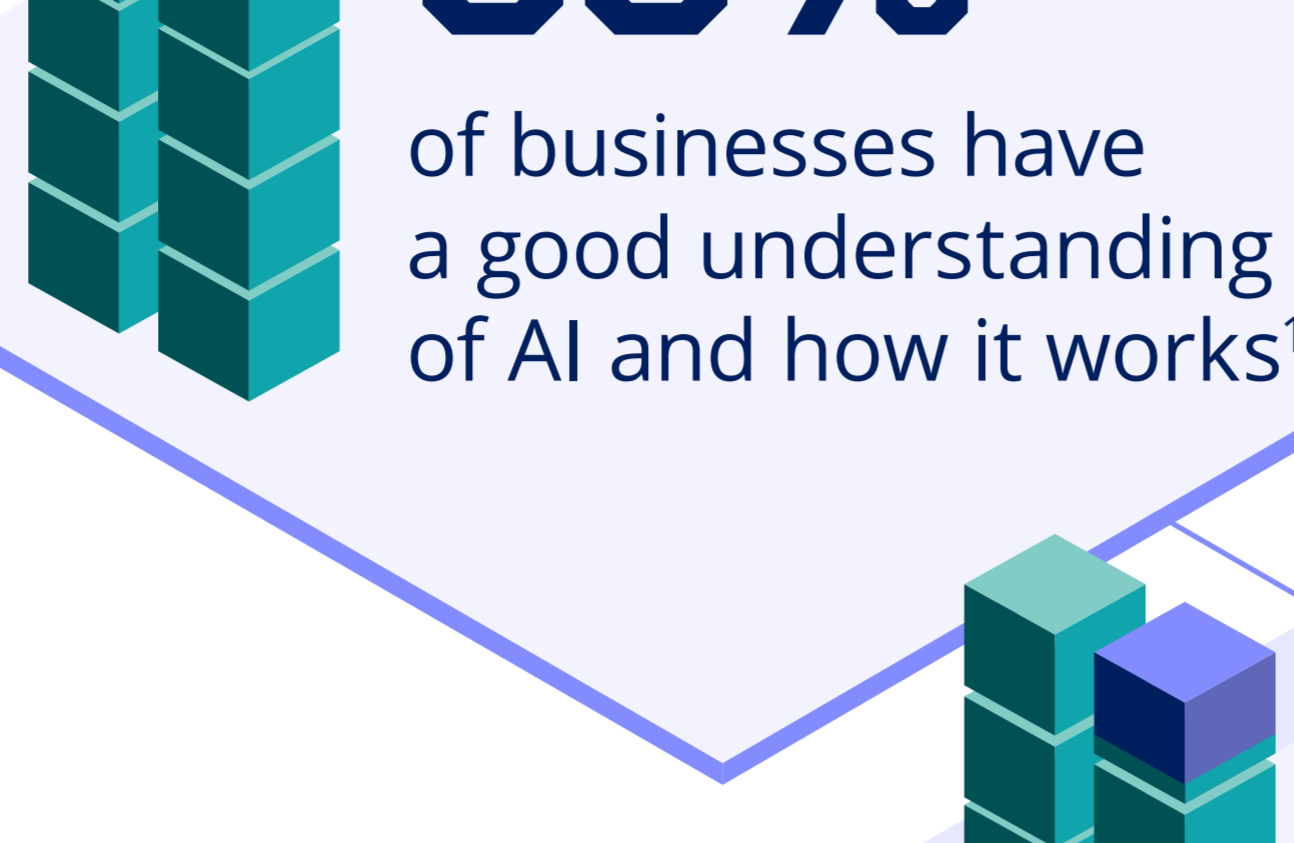


# Unleashing the impossible in Communications

With the power of enterprise AI

In this exciting new era of AI, embraced across the Communications industry, the partnership between human intelligence and artificial intelligence isn't just pushing boundaries, it's unlocking a world of infinite possibilities.



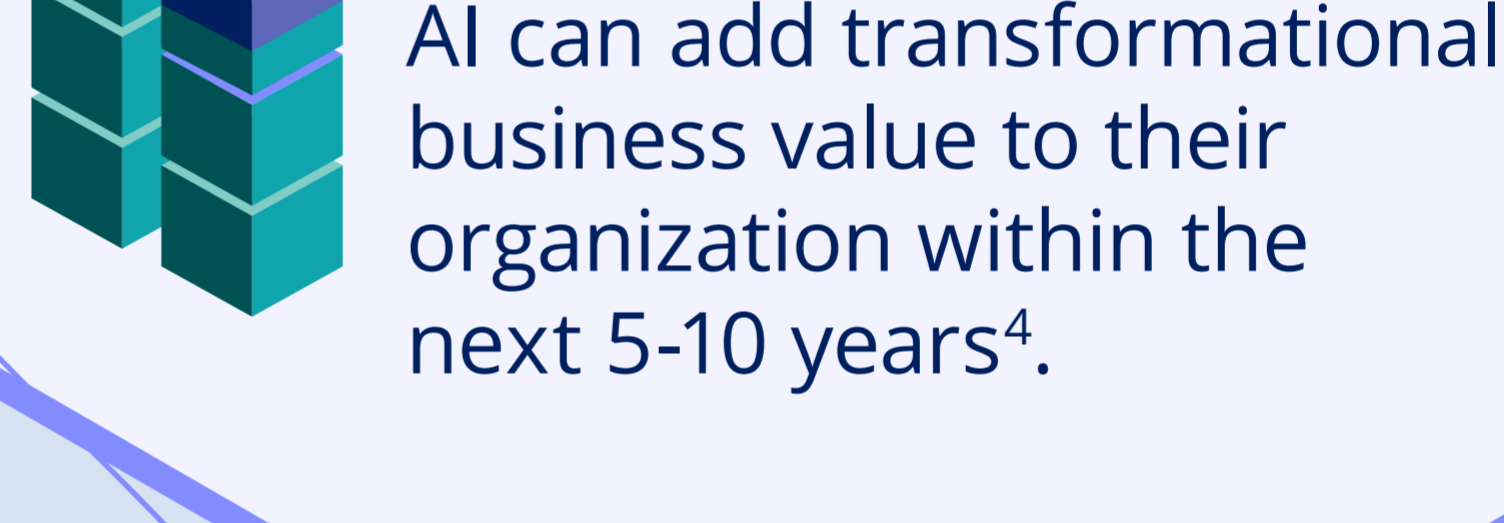
## Unlock infinite possibilities in customer experience

One of AI's biggest advantages for communications businesses is its ability to transform the way you interact with customers, helping you outstrip expectations and outpace your competitors.

- ✓ Simpler, smoother services that drive customer retention
- ✓ Transformed customer experiences across channels
- ✓ Contextual services that anticipate customer needs
- ✓ Simplified processes that put your employees in control

At PegaWorld iNspire 2024 we spoke to the world's leading organizations about how AI has revolutionized the customer experience. One of them was T-Mobile. Here are some of the outcomes they've unleashed with Pega:

- ✓ Their lowest churn rate ever
- ✓ More time for agents to focus on handling queries
- ✓ Consistent, personalized experiences across every channel
- ✓ Higher customer satisfaction



## Pega's role in the revolution

By using AI-infused low-code solutions that drive automation and innovation, Pega enables you to push boundaries and deliver more value to your customers.

- ✓ Proactively address queries and customer needs based on real-time data
- ✓ Deliver more personalized experiences across multiple channels
- ✓ Higher messaging relevance across customer touchpoints
- ✓ The ability to scale engagement initiatives across your entire customer base



**Our plan involved putting the customer at the center of everything** that we do, and Pega was a big part of that journey for us. It helped us become more customer-centric, helped us become more personalized to the consumer experience. It helped us show customer love."

**Jeff Frantz**, Vice President of Data and AI, T-Mobile

## Make Pega your partner in innovation

We know everyone says it, but we really are different from the rest. Here's why:

### We're an engine for groundbreakers

We are the platform for industry disruptors, persistent innovators, and hungry problem-solvers.

### We're architected differently

We've honed, obsessed over, and refined our software to scale to the needs of the enterprise – for infinite impact.

### We're the partners that last

Our client relationships span decades and we've proven that we stick around, in the good times and the more challenging ones.

Where AI meets you... The impossible happens

We're ready to meet you wherever you are on your AI journey. Get in touch to discover the infinite potential for Communications.