



Unleashing impossible outcomes with enterprise AI

Inspiration from PegaWorld iNspire 2024



Enterprises in financial services are at an AI crossroads.

The choice is AI that gets more of the same done, faster, or AI that supercharges services, engages customers and simplifies complex banking processes for good.



At PegaWorld iNspire 2024, some of the industry's brightest minds gathered to discuss the infinite potential of AI – global leaders with real-world experience of unleashing impossible outcomes from AI. And they came to show you how it can help address pain points in financial services, such as these:

- Slow, fragmented, and complex operations
- Stifled growth and low NPS due to a lack in understanding of individual customers
- Case-resolution and customer sentiment being impacted by disjointed platforms

The transformational power of AI

This year's PegaWorld was centered on harnessing the power of AI decisioning and automation to address the unique challenges faced by financial services.

We tackled the complexities of your industry – customer expectations, operational inefficiencies, and legacy technology constraints – and demonstrated how Pega's AI solutions can turn the impossible into reality.

Read on as we unpack this year's 3 leading trends and help you realize outcomes you hadn't yet imagined.

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- 01.** **Starting on the path to AI** with Pega GenAI Blueprint to unleash impossible outcomes, wherever you are on your AI journey.

 - 02.** **Building impossible outcomes** and scale across your enterprise with Pega AI decisioning and automation.

 - 03.** **Embracing what's possible** with AI to build a self-optimizing Autonomous Enterprise.
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of businesses are confident AI can add transformational business value to their organization within the next 5-10 years¹.”

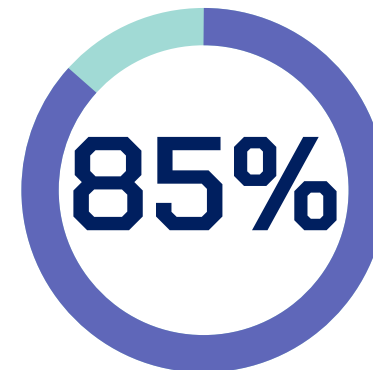
01.

Join the path wherever you are on your AI journey, with Pega GenAI

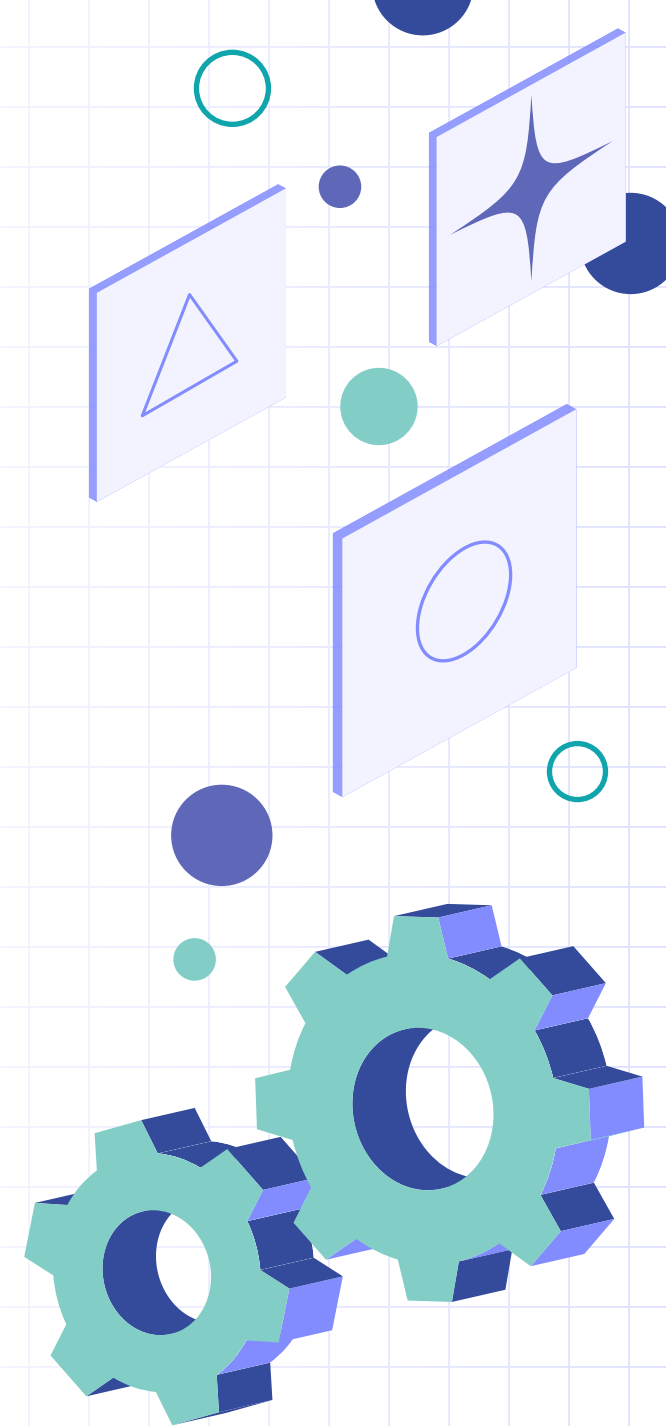
In today's financial services market, where personalization is a basic expectation, if you don't adapt, you'll be left behind.

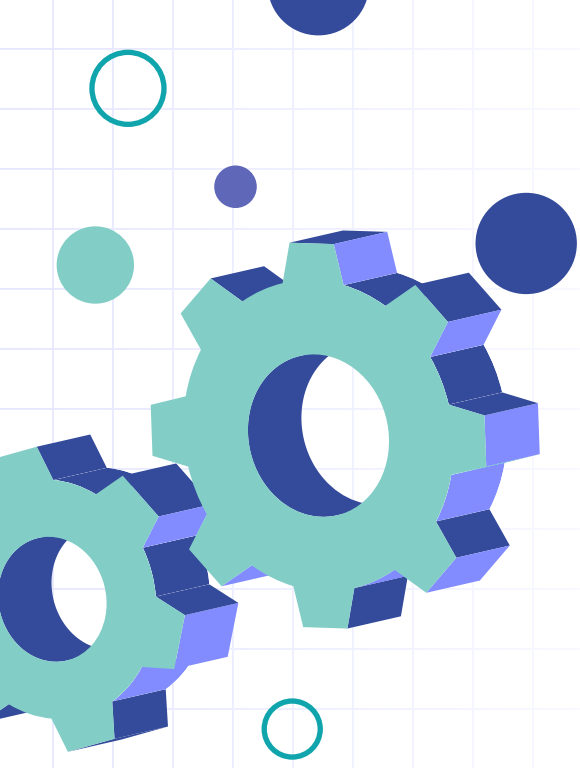
How can AI help you to streamline lending, simplify risk decisions and create empathetic customer engagements, while simultaneously enabling your employees and developers to be more productive and efficient?

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of businesses spend up to **half of their annual IT budget on AI solutions².**”





Entering the age of real transformation

With Pega, digital transformation means taking a different approach to building software, so you can modernize with Pega Cloud and stay current. It means going from hundreds and thousands of old, outdated applications to fewer modern applications that are cloud native and model driven – they're built quickly and can be changed easily with AI built into them.

GenAI is a revolution in technology that will move us out of the age of information into the age of real transformation. An age where your employees have everything they need to create personalized service for millions of customers at their fingertips, where marketers can work with models that build a comprehensive picture of customer needs, risks and histories in real time, and where developers can spin up financial applications that transform experiences in a matter of seconds.

Delivering AI-powered customer centricity

AI enables financial services organizations to anticipate their customers' needs better and faster, so you can deliver speed and satisfaction on any channel, simultaneously. With Pega, you can do this at scale across your organization, and data plays a critical role. By plugging your data into Pega's systems, frontline workers will have easy access to the information they need to make decisions at critical moments, experiences that are uniquely relevant to your customers. You can use your data to simplify and automate back-office financial processes too, speeding up services on the front-end and getting customers what they need faster.

And you can continually to learn what is and isn't working, and find new ways to unlock the value of your data. So, whether it's reducing resolution time for customer queries or keeping your customers with you for longer, you are always improving.

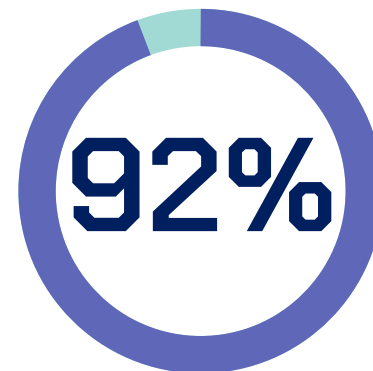
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Scale across your enterprise with Pega AI decisioning and automation

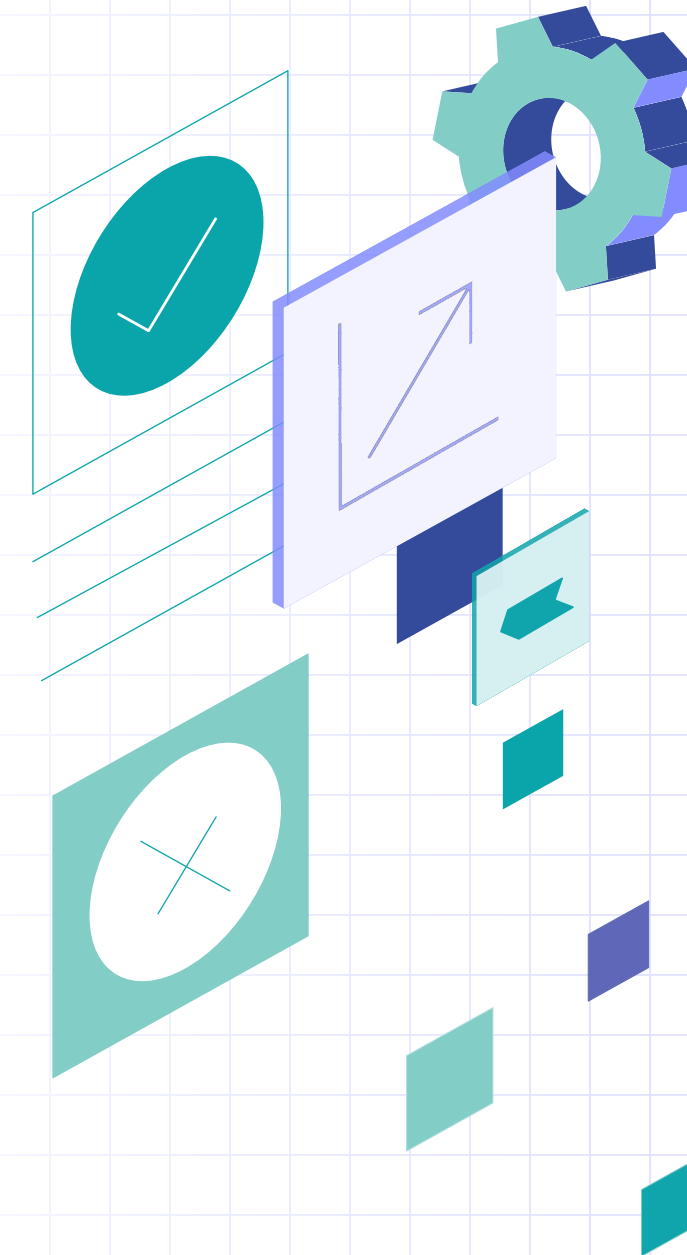
Becoming an Autonomous Enterprise is no longer a pipedream, it's a tangible vision being realized in organizations across the financial services sector.

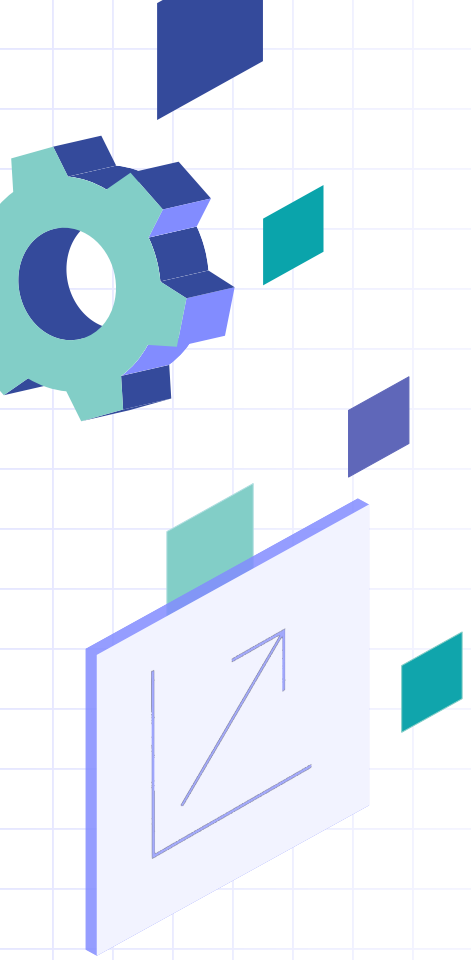
And AI is the orchestrator analyzing data, using it to tailor experiences to millions of customers like never before, while transforming processes to make the next-best action clearer to see and deliver.

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of businesses are likely to increase their use of AI in the next 5 years³.”





Achieving AI-driven autonomy

With capabilities such as the power to analyze vast datasets in real-time, Generative AI is unleashing impact in financial services. It's how you connect those capabilities to your business that will set you apart. And the best part is you can start small and scale up as and when you need to. Because in an Autonomous Enterprise, processes, decisions, and workflows are living, breathing things. They connect to your customers and to your employees, they learn and get better, and then they evolve.

The future of AI in financial services involves driving continuous, real-time optimization into your business. By applying AI technology in pragmatic ways, you can create a dynamic picture of every customer, make relevant service and product decisions at scale, and shape experiences according to each channel and preference. Applying that change continuously creates a transformational snowball that just keeps on rolling.

Connecting your business and IT teams

One of the biggest bottlenecks in digital transformation within financial services is the disconnect between business teams and IT teams within organizations. There can often be misinterpretations and misunderstandings because the two teams come from completely different worlds, and it slows down everything from customer onboarding to payments. Pega Blueprint helps you deliver a common language that reconnects them and gives them the tools to be proactive and precise.

It allows both teams to describe processes in their own words and terms, in a way that is meaningful to them. And it adds key things that might be forgotten, so you can use it as a checklist to run through the cornerstones of any project. It's a structure that translates into speed. And with the preview function, you get a clear idea of the outcomes you can expect, so you can adapt accordingly and go live sooner.

03.

Embrace what's possible to build a self-optimizing Autonomous Enterprise

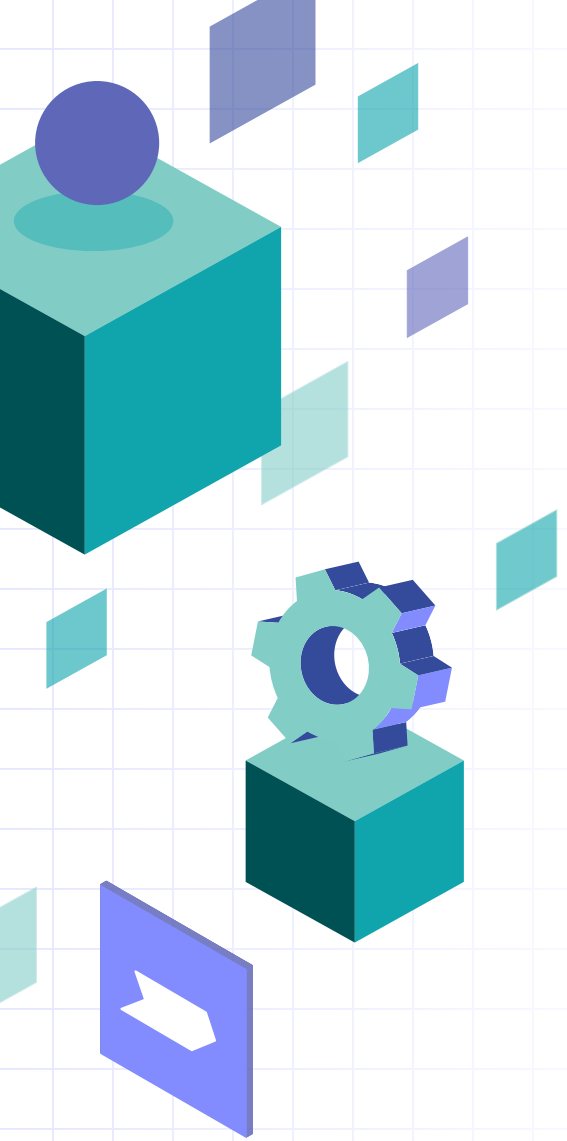
By weaving AI throughout your organization, you can accelerate transformation and continuously optimize and innovate your digital banking and employee experiences. But to maximize its value, it's crucial that you focus on the areas where AI can make a significant impact.



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More than 1/3 of businesses see AI as a creative partner for innovation⁴.”





Approaching AI from the center out

To deliver business-transforming outcomes, you need engines supervised by people at the center of your architecture, that can make AI-driven decisions and initiate workflows.

This idea of a center-out architecture is core to what makes Pega different, and to the vision of weaving AI throughout your organization. Pega case management connects enterprise systems and designs workflows centered around business outcomes, so you can innovate effortlessly.

It's powerful for realizing the self-optimizing Autonomous Enterprise in financial services, where the work that defines your business is an entity unto itself. Where you can drive business-changing outcomes without the assumption of humans, across different back-end systems and environments.

Improving customer experience

With this center-out approach, you can transform how decisions are made and how work gets done, quickly resolve service requirements with AI and automation.

But first, you need to get to know your customers. Your frontline workers know your customers best, they're dealing with them day in, day out. You need to understand what they're looking for when they speak to a customer, and how you can get the most relevant data in front of them, at the right point in the conversation to create the best outcome.

You can take findings from the front line, codify them, and put them into the system. For your employees, it means consistent experiences across channels, with seamless decisions and workflows, which operate in every interaction. And for your customers, it means a smoother, more valuable experience.

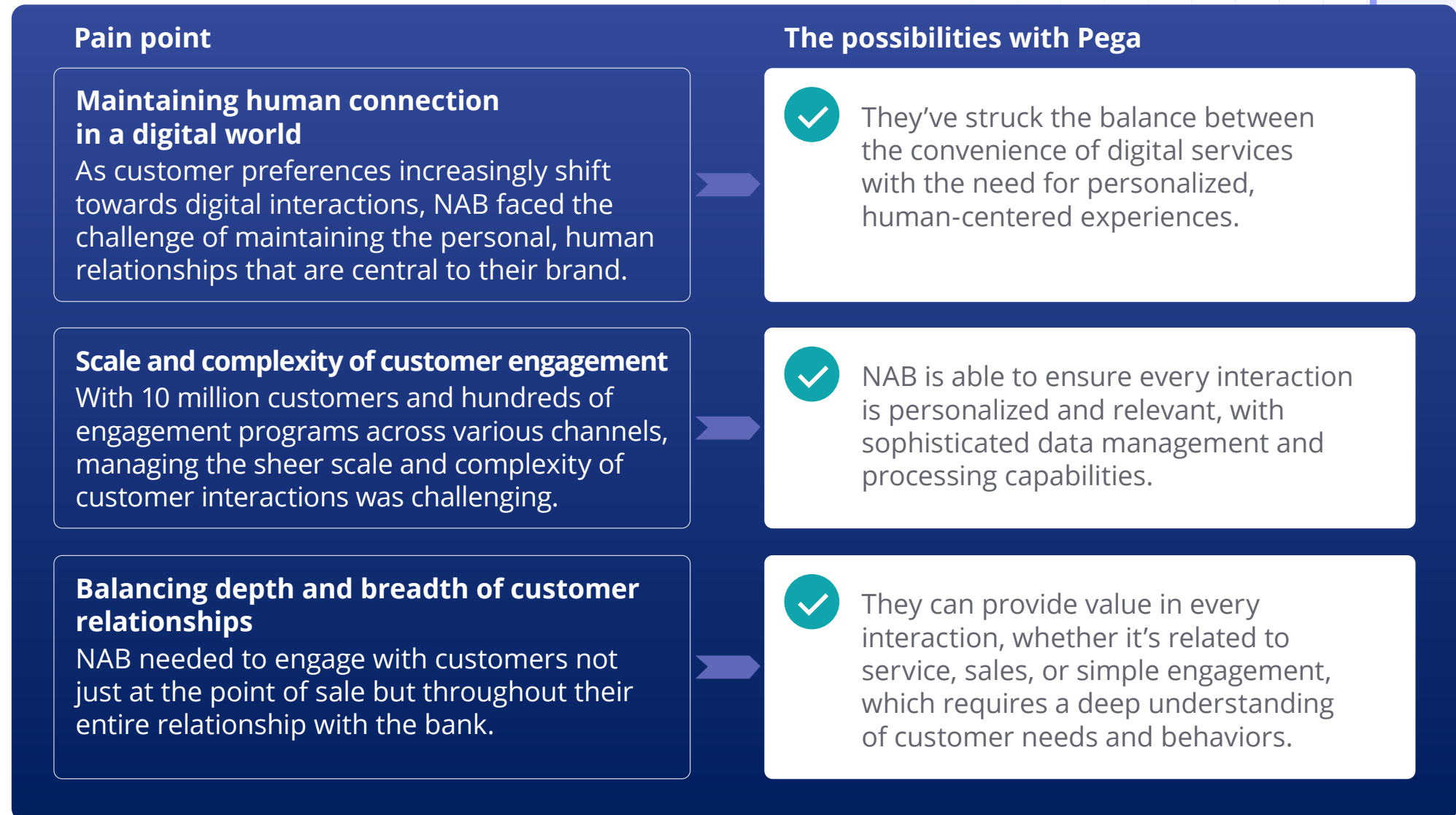
Secondary to that, knowledge is constantly building up over time. So, whether someone's been working with you for 5 minutes or 5 years, they can access the same information and deliver consistent customer experiences.

Customer story

Bringing the customer brain to life for National Australia Bank

At Pega World iNspire 2024, some of our biggest customers – who happen to be some of the world’s leading organizations – shared their stories of how AI is revolutionizing the customer experience.

One of those was Australia’s largest business lender – National Australia Bank (NAB) – who wanted to disrupt the conventional approach to customer communication. Here’s how they found the winning formula with Pega and AI.



Pain point

Speed of implementation and adaptation

To deliver value quickly, NAB had to drastically reduce its development cycles. The challenge was to implement new systems rapidly, while ensuring they were reliable and effective.

Ensuring frontline staff adoption

Needed to ensure that new systems were embraced by frontline staff, who interact with customers daily.

Data management and utilization

NAB had access to vast amounts of customer data, but the challenge was utilizing this data to drive personalized and relevant interactions.

The possibilities with Pega

✓ By leveraging Pega's platform, NAB's development time has reduced from 12 weeks to 4 weeks.

✓ They can input the insights and experiences of their staff members into the system and use it to deliver personalized customer services.

✓ The team can manage and analyze thousands of data attributes and run hundreds of adaptive models to ensure the system responds to customer needs in real-time.

With Pega, National Australia Bank was able to launch its Customer Brain Program. Connecting Left Brain analytics and Right Brain creative, the program enabled relationship-led, personal experiences that are relevant in the moment.

The outcomes:

- 40% increase in customer engagement
- Coverage of customer interactions up from 0% to 75% in less than 24 months
- 65% of customers use the mobile app at least twice a day, on average

“ We knew we wanted to deliver value for our customers really, really quickly. So I phoned up the Pega account team and they were completely on board. So NAB being cloud native, we had our Pega environments up and running within three weeks of signing our contract, which was massive.”

Jess Cuthbertson, Executive, Customer Analytics & Decisioning, National Australia Bank

Your vision, realized at scale with Pega

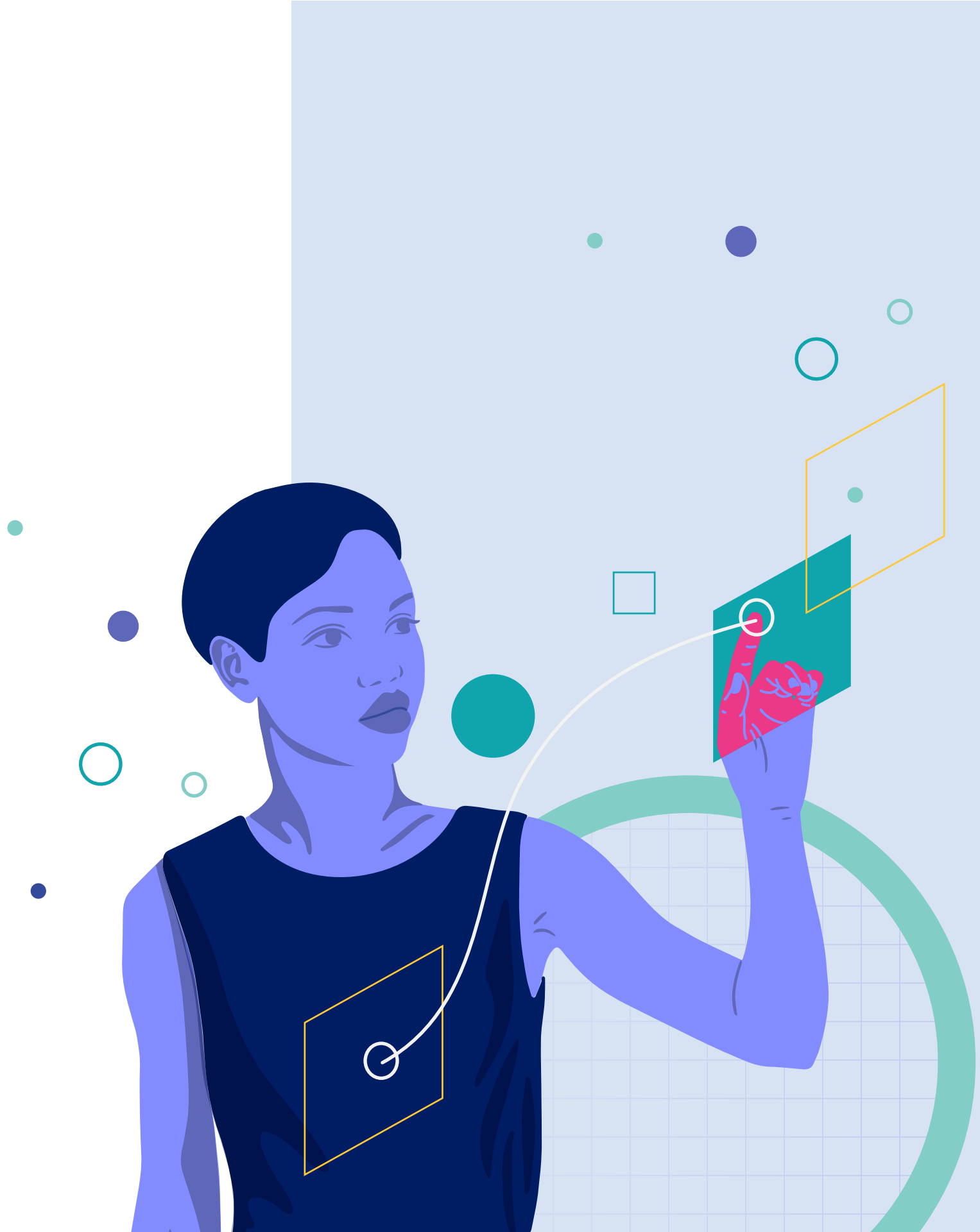
In the financial services industry, innovation is essential to staying competitive. Make AI your partner in driving this innovation, with Pega.

GenAI™ Blueprint™ speeds up the process of achieving a center-out architecture, based on evidence of what actually works – and simultaneously speeds up the time to develop an application.

Since **going live** in April 2024, more than

30,000
blueprints have been
created by nearly


500
organizations



Unleash the impossible for your business

Pega meets you wherever you are on your AI journey and accelerates real transformation on the path to the Autonomous Enterprise future.

Get in touch with your Pega team.



Pega delivers a powerful low-code platform that helps the world's leading brands adapt to rapid change. Clients use our AI-powered decisioning and workflow automation to solve their most pressing business challenges – from personalizing engagement to automating service to streamlining operations. Since 1983, we've built our scalable and flexible architecture to help people focus on what matters most, so they can meet today's customer demands while continuously transforming for tomorrow.

^{1,2,3,4} Pega research: The choice is yours: Generative AI and the future of enterprise AI

