CUSTOMER ENGAGEMENT FOR LIFE SCIENCES

INTELLIGENT OMNI-CHANNEL INTERACTIONS ENHANCE THE CUSTOMER EXPERIENCE

AT A GLANCE

KEY CHALLENGE

For life sciences organizations, customer expectations are higher than ever. While 65 percent of companies believe they offer good service, only 8 percent actually deliver experiences that exceed expectations. A key part of the problem is inflexible CRM systems that cannot handle the convergence of care and customer service and the growing demand for operational excellence and compliance.

THE SOLUTION

Pega Customer Engagement for Life Sciences provides a seamless omni-channel platform for customer interaction that maximizes value by increasing productivity, enabling enterprise-level transparency and providing quicker response via "engage everywhere" strategies. On the cloud or on premise, Pega delivers a rapidly deployed, tailored solution that personalizes each customer engagement to the customer and the situation.

ACHIEVING COMPLIANCE, SAVING MILLIONS

Telerx sought to improve customer service and productivity and reduce costs while supporting growth, innovation and consistency. With Pega, they have improved CSR productivity by 25% in the sample request process with audit-proof compliance, all while cutting costs and still being well-positioned to handle new business.

AGILE SOLUTION FOR SEAMLESS, PROCESS-CENTRIC CUSTOMER ENGAGEMENT

With Pega, life sciences organizations can move beyond a transactional, data-centric view of patients and healthcare professionals. Pega Customer Engagement for Life Sciences enhances the quality and efficiency of every engagement throughout the customer lifecycle. Pega eliminates the silos created by traditional CRM systems, delivering exactly the right information at the right moment and dynamically guiding your field, service and medical employees through every interaction.

Tailored to the unique needs of life sciences, the solution includes compliance-based object and data models (supporting 21 CFR Part 11 and HIPAA), standardized transaction and code sets, and composite modules for both healthcare professionals and patient interactions. The solution leverages Pega's Build for Change® technology, which provides maximum flexibility so that you can rapidly capture, execute and adapt your best customer engagement strategies. Rated by leading analysts as #1 in Business Process Management and Case Management, and a leader in large-enterprise CRM and mobile applications, Pega's unified platform provides real-time information, best-practice workflows, integrated content and omni-channel communications to streamline service operations from end-to-end.

- **Better engage with your customers**
  Communicate in your customers' channels of choice with Pega's omni-channel service delivery connecting organizational silos and delivering seamless service over and across every channel and device.

- **Simplify the employee experience**
  Make employees more efficient and productive with a unified system that delivers cross-platform mobility, intelligent guidance and dynamic automation of manual tasks.

- **Change as your business changes**
  Take advantage of Pega's Build for Change® platform that promotes business-IT collaboration to rapidly deploy and continuously adapt your solution to manage new products, policies, procedures and regulations.

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THE PEGA DIFFERENCE

Simplify the Customer and Employee Experience

- Intuitive software intelligently guides employees through each interaction, providing role-specific coaching tips and in-context dialog that adapts the conversation to the customer, situation and employee.

- Configurable rules and contextual, real-time analytics anticipate customer needs to automatically recommend the Next-Best-Action.

- End-to-end work automation ensures tasks are managed in accordance with service policy, including skills-based routing, SLA-based escalation and prioritization.

- Omni-channel management—including phone, email, chat, Web self-service, mobile, co-browsing, and social media monitoring and response—allows customers to start in any channel and seamlessly transition without losing context, while employees can quickly share status updates and collaborate.

- Pega Expert Assist makes it easy for service representatives to find skilled experts in real time, as the customer conversation unfolds.

Optimize Operational Efficiency

- Intelligent processes coordinate work including role-based and skills-based routing, auto-alerts, follow-up and escalation.

- A complete view of each healthcare professional, institution or patient simplifies information sharing, including demographics, coverage and claims, clinical data and history as well as tasks, actions and contacts—all while maintaining compliance with global regulatory requirements.

- Rules-driven processes unify policies and procedures to streamline service interactions from end-to-end and fully automate routine tasks.

Adapt Rapidly with Specialized Solution for Life Sciences

- Pre-configured best-practice workflows, interfaces, rules, life sciences object and data models and other core components accelerate implementation for healthcare professional, patient and consumer service solutions.

- Standards-based integration capabilities (REST, SOAP, .NET, JMS, CMIS, FTP, RDB/SQL etc.) quickly enable consolidated information from third-party legacy systems such as Siebel, Siperian, SFDC, Veeva, Cegedim, Concur, SAP and CTMS.

- Familiar business tools let business users quickly design and revise system rules and processes as well as customize Pega's pre-defined components to rapidly respond to change without any coding.

- Built-in reusability ensures service rules and processes can be shared and reused across the organization.

SIMPLIFY **ENGAGE** **CHANGE**

MEASURE

APPLY

LEARN SIMULATE

= CUSTOMER-CENTRIC ENGAGEMENT

With Pega, you can deliver omni-channel customer engagements, make your employees more efficient and continuously adapt solutions to handle new policies, procedures and regulations.