Pega Customer Service for Utilities

Driving Revenue, Loyalty, and Cost Savings with Outstanding Customer Service

AT A GLANCE

KEY CHALLENGE: Traditional customer systems are too inflexible to adapt to increasingly complex customer service needs. This results in inefficient, inconsistent and incomplete service delivery, as well as missed opportunities to increase customer revenue and reduce customer churn.

THE SOLUTION: Pega Customer Service for Utilities offers a process-driven, customer-centric solution that enables utilities to enhance the quality of the customer experience, optimize the lifetime value of each customer and reduce service costs.

With Pega, utilities can leverage the power of end-to-end process automation to understand and adapt to customer needs in real time, while using predictive analytics to make decisions regarding customer value and cost to retain. Based on these results, Pega automatically recommends the Next-Best-Action, empowering customer service representatives (CSRs) to make offers or take actions that are most likely to appeal to each customer based on past behavior.

Strengthen Customer Relationships and Maximize Customer Retention and Value across the Service Chain

Pega empowers utilities to deliver higher quality, cost-effective customer service with its unique Next-Best-Action strategy. This approach leverages technology that facilitates guided interactions, real-time decisioning and end-to-end process automation to orchestrate better outcomes for the customer and your company.

Combining historical data, sophisticated decisioning capabilities combined with intelligent processes, Pega applies advanced analytics to adjust the process for each interaction as it unfolds. By applying predictive and adaptive models that add intelligence and relevance to each interaction, you can deliver precisely targeted customer service that improves retention and customer value while dramatically reducing costs.

Pega Customer Service for utilities leverages Pega's revolutionary B*uild for Change*® technology, which enables utilities to transform their service operations. You can rapidly implement cross-channel engagement strategies that continuously analyze customer activity and history to offer highly personalized service that always takes the right action and makes the best offer over the right channel.

▸ **Increase first-contact resolution and customer satisfaction.** Streamline inquiry resolution across multiple channels using end-to-end work automation and easy integration with back-office systems to automate tasks across all of the people, processes, and data needed to resolve an issue.

▸ **Reduce service costs while delivering higher quality service.** Pega Web self-service automatically guides customers through each step in a process to increase self-service use, while proactive, event-triggered notifications forestall inbound customer calls.

▸ **Empower your CSRs.** Cut CSR training time while improving service consistency and effectiveness with a guided, unified desktop powered by dynamic case management.

▸ **Realize unprecedented business agility.** Rapidly adapt to changing conditions with Pega's unique ability to directly capture your customer service best practices in the system without any coding, and then reuse them across multiple processes, channels, lines of business and geographies.

BUILD FOR
CHANGE®

Pega Customer Service for Utilities

THE PEGA DIFFERENCE

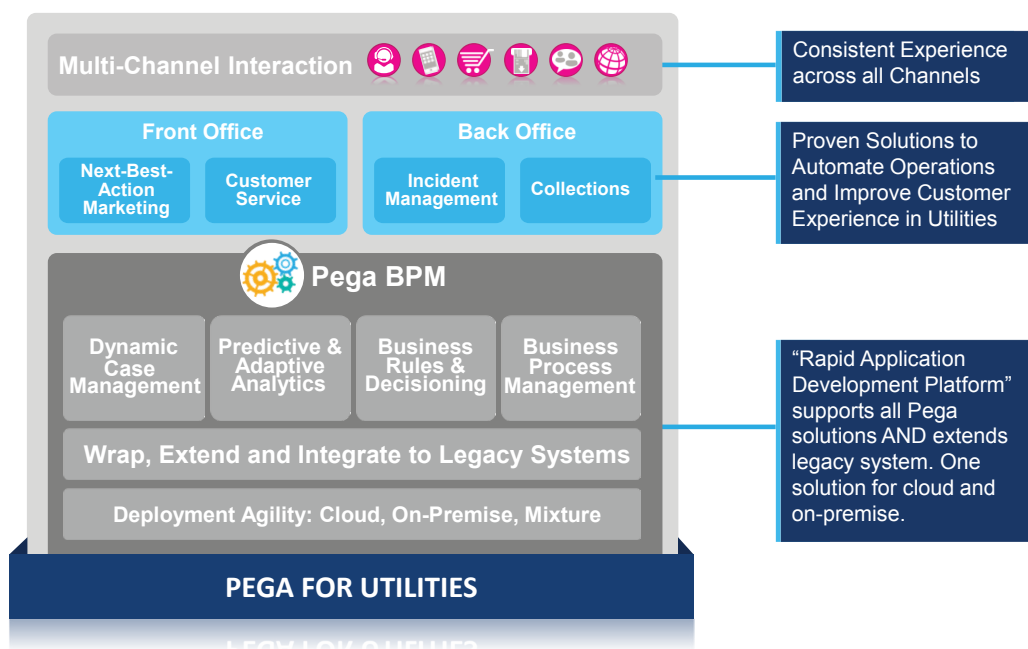### Optimize the Service Experience and Revenue Potential in Every Channel

▸ Context-specific screens and scripts powered by adaptive and predictive models lead to successful outcomes by guiding users through each process, such as choosing energy-efficiency services or ordering service connects/disconnects.

▸ Dynamic decisioning applies the right rule at the right time, automatically adjusting the process to precisely match the context of the interaction and ensuring compliance with the applicable regulations.

▸ Unified channel management promotes communication over the best channel such as sending automatic SMS or social media posts for outage alerts.

▸ Predictive analytics enable sophisticated customer segmentation to determine the best treatment for each customer.

▸ Next-Best-Action focuses on presenting real-time recommendations and offers based on the customer, interaction and business intent.

Reduce the Cost of Customer Service

▸ A unified desktop and dynamic case management improve productivity and efficiency by automatically orchestrating the people process, policies and data needed to complete a task.

▸ Intelligent work automation integrates front- and back-office systems for straight-through processing that eliminates manual handoffs and workarounds.

▸ Real-time analytics provides insight into key performance indicators to tightly monitor performance against regulatory-imposed goals.

Accelerate Time-to-Value

▸ Simple wizards make it easy to "wrap and extend" legacy systems in order to leverage existing data in intelligent processes.

▸ Model-driven tools directly capture business objectives and generate the logic needed, eliminating the wait for programming resources

▸ Reusable assets maintained in a central repository, including process flows, rules, interfaces, calculations, events, and security facilitate rapid transformation across the enterprise.

▸ Pega offers the ultimate in deployment flexibility as you can build and deploy Pega service solutions on the cloud or on-premise and move transparently between these environments.

Multi-Channel Interaction — Consistent Experience across all Channels

Front Office: Next-Best-Action Marketing | Customer Service

Back Office: Incident Management | Collections

Pega BPM: Dynamic Case Management | Predictive & Adaptive Analytics | Business Rules & Decisioning | Business Process Management

Wrap, Extend and Integrate to Legacy Systems

Deployment Agility: Cloud, On-Premise, Mixture

PEGA FOR UTILITIES

Proven Solutions to Automate Operations and Improve Customer Experience in Utilities

"Rapid Application Development Platform" supports all Pega solutions AND extends legacy system. One solution for cloud and on-premise.

Pega Customer Service for Utilities enhances the quality of the customer experience with Next-Best-Action strategies, dramatically reduces service costs, and improves customer value by orchestrating better outcomes for both the customer and the company.