PEGA RETENTION FOR COMMUNICATIONS

Retain More of Your Most Valuable Customers

A PEGA COMMUNICATIONS DATASHEET

Apply a Customer–Centric Approach to Retention

Pega Retention for Communications is proven to simultaneously reduce churn, to reduce retention costs and to minimize revenue dilution. It achieves this by using sophisticated big-data and predictive analytics to derive each customer's needs, financial modelling to determine lifetime value then combining both with your organization's business strategies. The result is bundles and offers that provide personalized and compelling value propositions to each of your customers while still adhering to your profitability and business objectives.

Predefined templates support rapid implementation of targeted retention programs in any channel or stage in the customer lifecycle, enabling you to implement a solution and deliver business benefits in just 90 days.

Uniquely, Pega Retention can link all inbound and outbound channels by providing a single retention hub acting as a single source of truth for all channels. Customers are able to interact with you through the channel that is most convenient for them with all interactions forming part of a consistent retention conversation. This also ensures that offers, strategies, and models are built and maintained in one single location, reducing load on your organization.

- **Maximize retention rates and reduce retention costs**
  Create personalized retention offers using Pega's extensible architecture for defining customer value and propensity-to-churn models. Combine with industry best practices built into Pega's guided retention processes to boost performance.

- **Proactively retain throughout the customer lifecycle**
  Identify customers at risk at any point in their lifecycle by identifying events that indicate high-churn risk and automatically respond with personalized messages and offers based on individual customer context.

- **Retain the customer in the channels most convenient for them**
  Pega Retention's omni-channel architecture is built on a centralized decision hub that allows you to integrate any execution channel, whether agent assisted or digital. The solution provides out of the box execution capabilities for the most common channels.

- **Rapidly respond to competitive threats**
  The application is built on Pega 7 so you can rapidly create or modify retention programs and strategies to maintain and extend your competitive position and respond quickly to changes in corporate priorities.

CHALLENGE

Customer churn has a considerable impact on a Communications Service Provider's (CSP) financial performance and must be minimized. At the same time, investment in retention must be effectively spent based on subscriber value, acquisition performance and competitive pressure.

SOLUTION

Pega Retention for Communications provides CSPs with pre-defined retention programs built using the power of Pega Marketing. By enabling personalized, one-to-one retention interactions in any channel, CSPs can save their most valuable customers while minimizing retention costs and maintaining ARPU.

BUILD FOR CHANGE®

Maximize Retention and Upgrade Performance

- Bundle negotiation capability enables agents and customers to dynamically build a bundle or offer that meets customer requirements and business objectives for anything from simple mobile or fixed-line to complex quad-play offerings. The capability can be delivered through all interactive channels, including contact center, retail and web self-service.

- An out of the box retention process based on industry best practice improves retention performance by completing targeted actions before presenting a retention offer to a customer. These include a flexible and intuitive approach to collecting additional customer context to sharpen recommendations and the presentation of carefully determined messages to counter customer concerns or competitor value propositions.

- An extensible architecture and series of reusable strategy templates simplify the process of developing and coordinating inbound, outbound and event triggered retention strategies. This includes pro-active retention templates to deal with poor quality of service, web browsing and IVR events, for example to send personalized messages to all customers experiencing an outage.

- Prebuilt strategy and campaign templates designed to support pre-paid retention through providing personalized top up offers and incentives to customers in response to usage events.

- Integration with chat capability to enable agent assisted retention through chat sessions.

- Out of the box financial calculations based on industry best practice. These include calculations for customer lifetime value and personalized investment budgets.

- Leveraging the customer decision hub ensures that retention conversations are seamlessly executed across all channels. This architecture ensures that all strategies, campaigns, models and offers are developed once and reused, reducing effort for the organization and ensuring cross-channel consistency.

Master Complexity and Continuously Adapt

- Monitor and track marketing effectiveness across all channels, segments, and products with a visual reporting dashboard.

- Test scenarios and simulate results for future marketing programs allowing you to make the right decisions before executing.

- Evolve with a business controlled self-learning approach – Pega Retention for Communications utilizes exclusive machine learning algorithms to ensure marketers can continually evolve customer strategies with minimal need for data scientists.
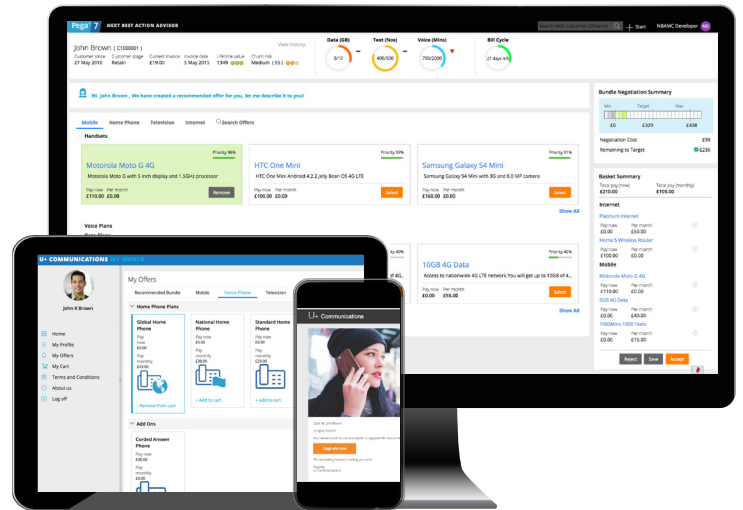
Maximize retention rates, minimize retention costs.