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# Future Empowered

**Don Schuerman**

**CTO & VP, Product Marketing**

**BUILD  
FOR  
CHANGE®**



BERKSHIRE HATHAWAY



**CUSTOMER  
ENGAGEMENT**



**OPERATIONAL  
EFFICIENCY**



**BUSINESS  
AGILITY**







# FUTURE AI POWERED



*“THEN EVERY EMPLOYEE MUST BE ENABLED TO USE IT”*





## **CUSTOMER ENGAGEMENT**

Artificial Intelligence



## **OPERATIONAL EFFICIENCY**

Workforce Automation



## **BUSINESS AGILITY**

Software That Writes  
Your Software



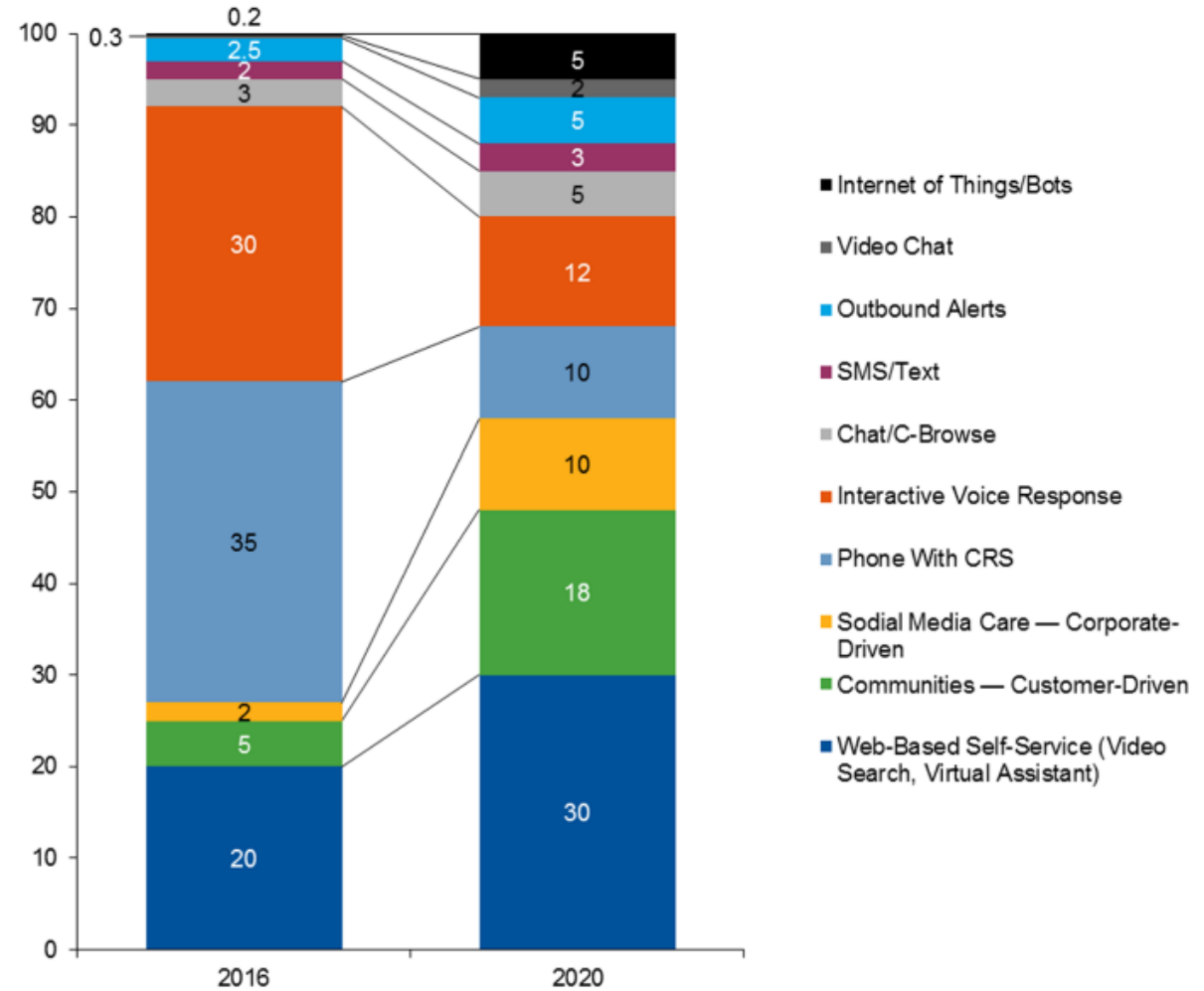
A close-up photograph of a woman with dark hair smiling broadly at a cafe counter. A man's hands are visible in the foreground, holding a dark grey handheld payment terminal. The woman is holding a silver smartphone, which is being scanned by the terminal. In the background, there are blurred shelves with coffee-making equipment and a warm, golden light. In the bottom right foreground, there is a glass jar with a metal lid and a small metal coffee pot.

# CUSTOMER ENGAGEMENT

# Digital technologies are proliferating.

Figure 1. Customer Service Channel Mix

Percentage of Interactions



Note: Numbers may not add to totals shown because of rounding

Source: Gartner (June 2016)

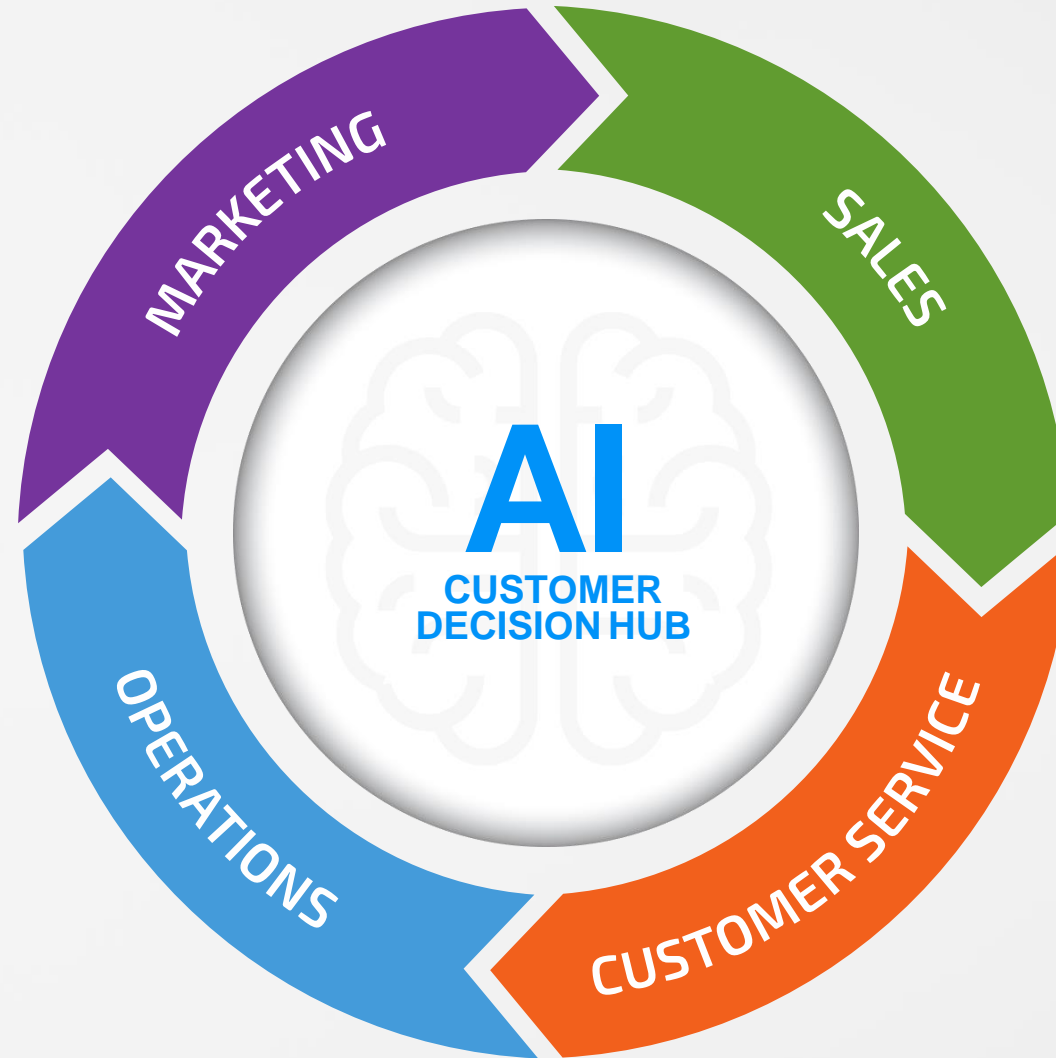
64%

of companies say they know  
and understand their  
customers well.

24%

of customers agree.

**CUSTOMER  
ENGAGEMENT**



**BUSINESS  
GOALS**

# Sprint<sup>®</sup>



*“Pega has the brains to help an agent deliver the right treatment to the right customer at the right time.”*

Marcelo Claire  
CEO, Sprint



# OPERATIONAL EFFICIENCY

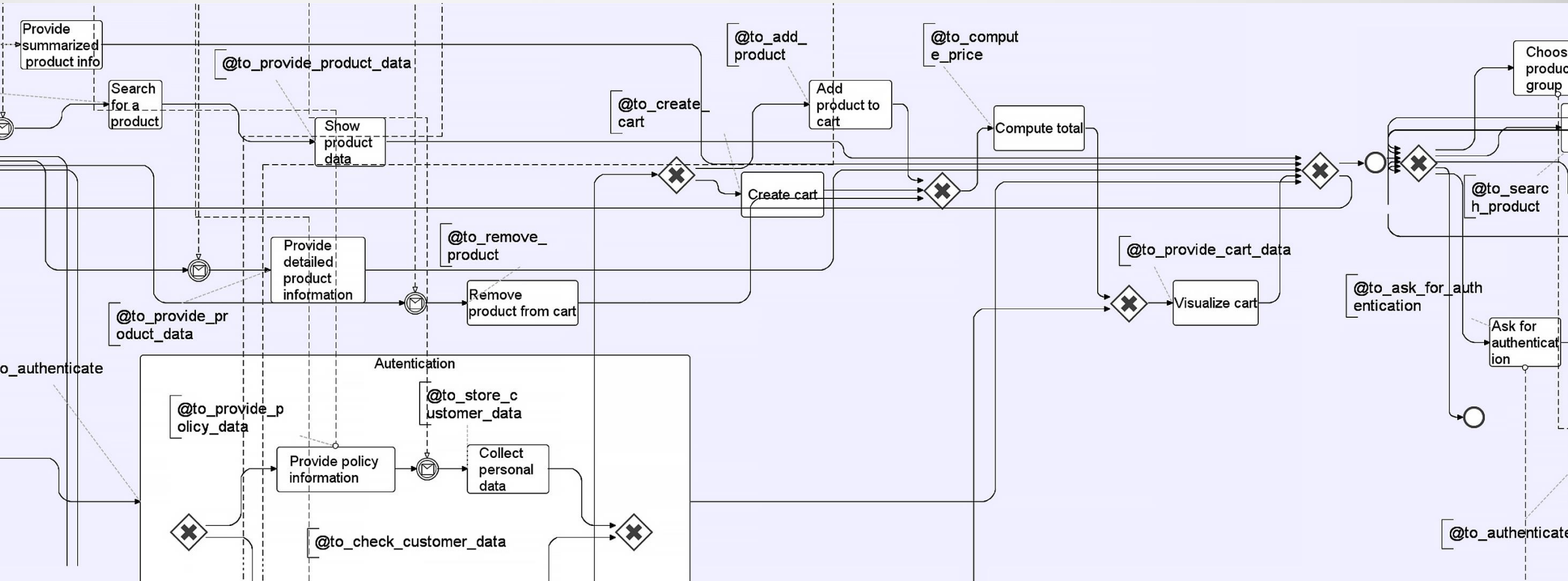
# TRANSACTIONS?

```
CREATE PROC CHANGEADDRESS  
AS BEGIN TRAN
```

```
UPDATE CONTACTS  
SET  
STREET1 = [street1]  
STREET2 = [street2]  
CITY = [city]  
STATE = [state]  
POSTALCODE = [postalcode]  
COUNTRY = [country]  
WHERE CUSTID = [custid]
```

```
IF @@ERROR <> 0  
BEGIN  
ROLLBACK TRAN  
RETURN 10  
END
```

```
UPDATE ACCOUNTS  
SET
```



PROCESSES?



**OUTCOMES**

*"We managed to reduce cost by a factor of four... and eliminated 93% of touches."*

Gilles Leyrat,  
SVP of Customer and Partner Services, Cisco





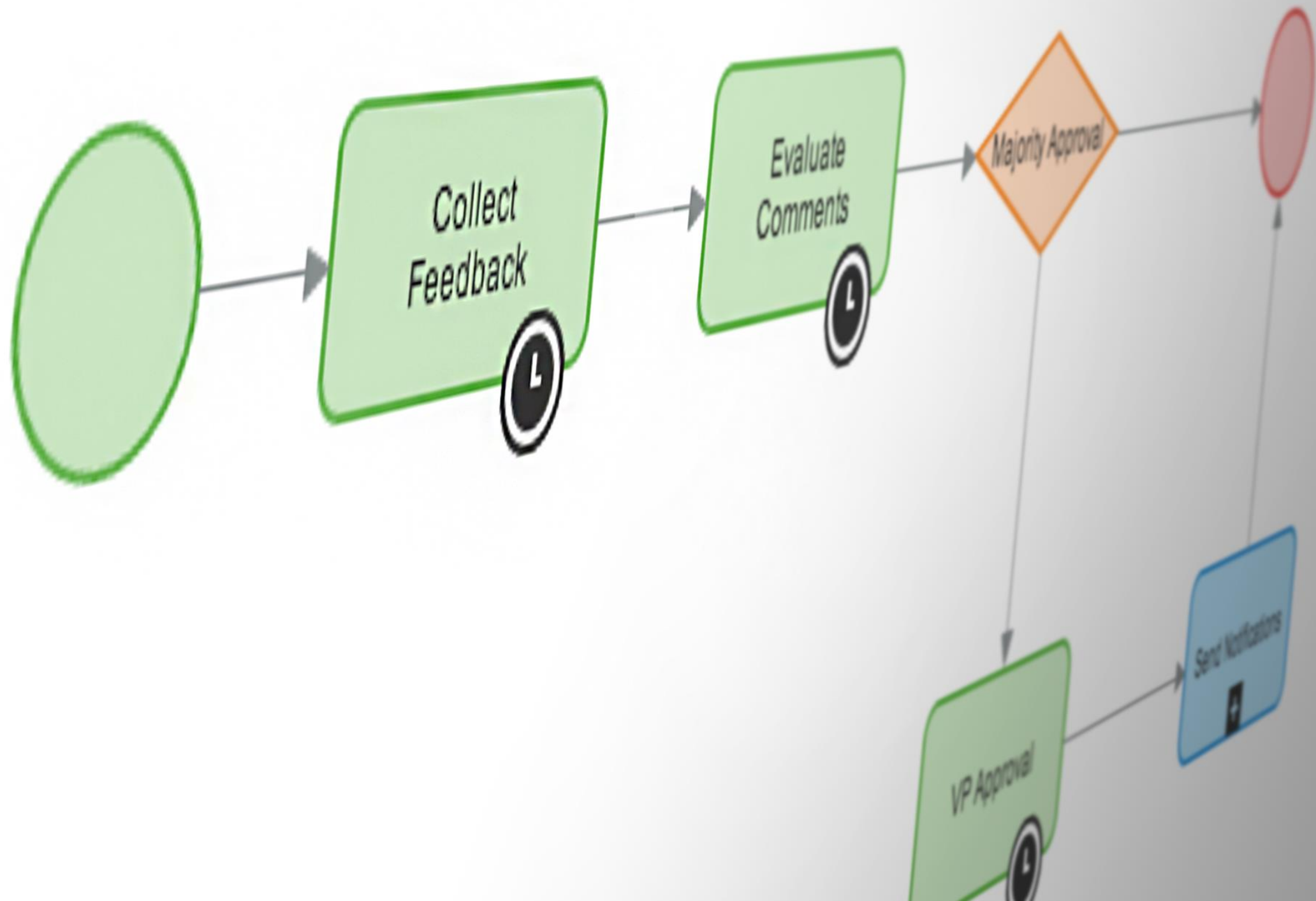
**TECHNOLOGY**



**HUMANITY**



# BUSINESS AGILITY



*"Pega's suite of tools enables us to be agile and fast on the front-end and stable and reliable on the back-end."*

Birgit König, Ph.D.,  
CEO, Allianz Health Germany





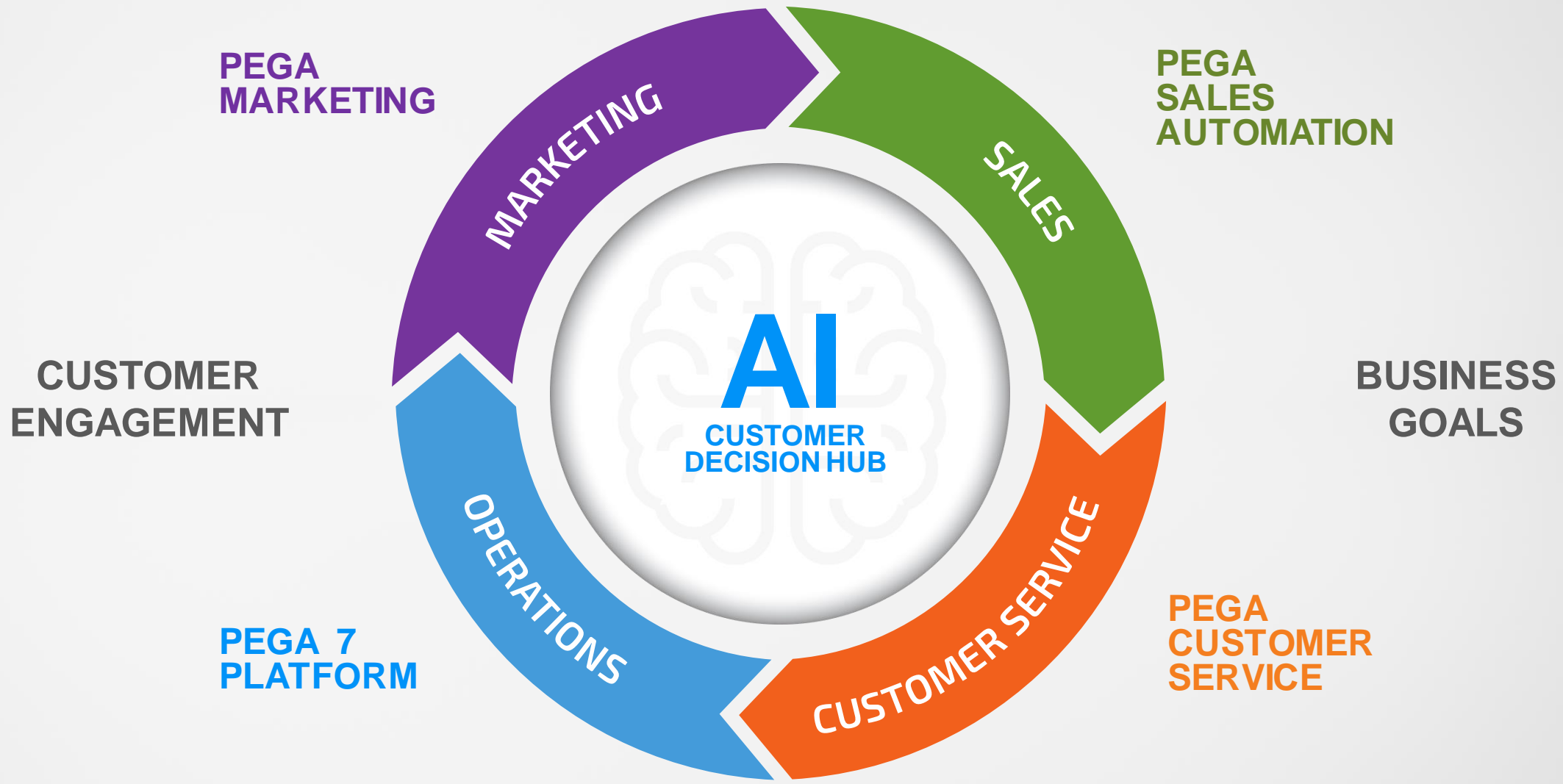
**One customer interaction  
you could improve with AI**



**One outcome you could get  
to faster with automation**



**One knob/dial you could have in  
your business to make it more agile**







**BUILD  
FOR  
CHANGE®**