# PegaWorld**iNspire**

# Intro to Pega Customer Service

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### Even before today's challenges...



of customers thought service took too long

of customers didn't want to repeat themselves of customers walked away due to a poor experience

## **Identifying service friction points**

#### Customer

"Why does this take so long?"

"Why don't you know who I am?"

"Why do I have to **repeat myself?"** 

"Where do I even **stand in the process?**"



## **Business**

"Why do I have to deal with **so** many screens and applications?"

"Why do I need to **pass this** customer from person to person?"

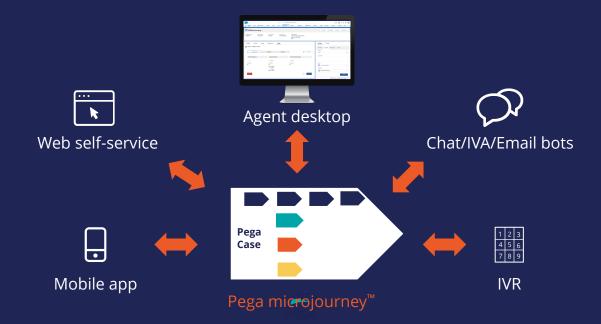
"Why do I need to **log into all these** systems manually, just to start my day?"

# Pega Customer Service

- Unified agent desktop
- Digital messaging
- CTI Integration
- Self-service portals
- Case management
- Real-time co-browse
- Knowledge management & communities
- Guided interactions & coaching
- Troubleshooter
- Robotic process automation (RPA)
- Live data/data virtualization
- 📌 Al augmented agent
- Al next best action\*
- ★ Al Intelligent Virtual Assistant (IVA)\*
  ★ Al email bot\*

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## Tap into Pega's case management superpowers



By completely **separating your case logic** and validation from your UI, you can now access the microjourney **on all channels.** 

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# **Enhance or replace your existing investment?**

The choice is yours - Pega makes it easy to enhance or replace existing systems

#### Enhance existing system (Add automation & AI)

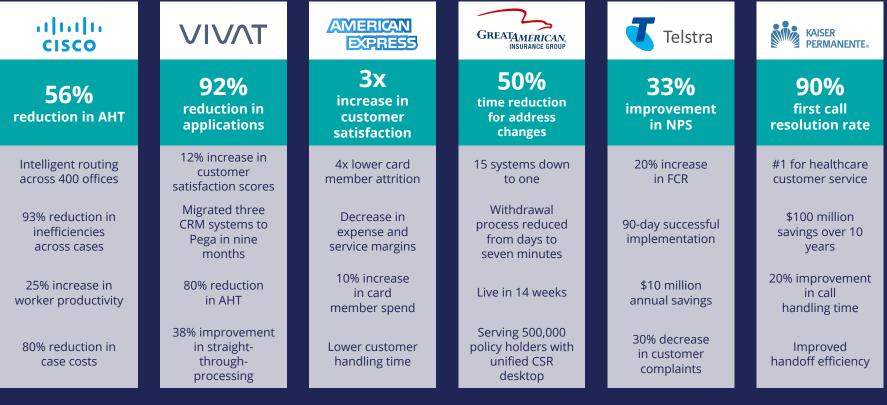
#### Replace existing system (Replace agent desktop)



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# A proven track record of real service outcomes

Pega Customer Service<sup>™</sup>



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Classic Credit Card	70%	Sep 25	2183	Ve	olkswagen Finance	\$259.97					



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