



PegaWorldiNspire

Intro to Pega Customer Service

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Even before today's challenges...

82%

of customers thought
service took too long

76%

of customers didn't
want to repeat
themselves

3/4

of customers walked
away due to a
poor experience

Identifying service friction points

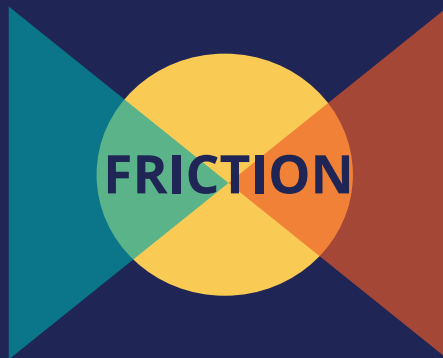
Customer

*"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

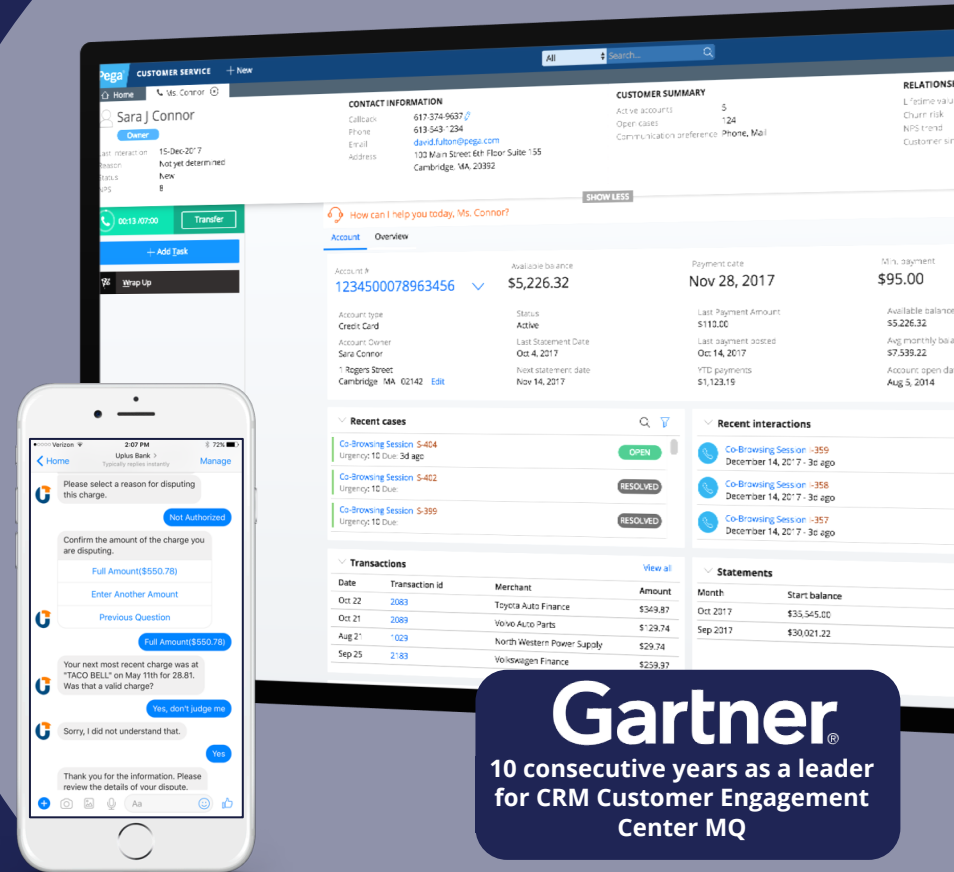
*"Why do I have to deal with **so many screens and applications**?"*

*"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**?"*

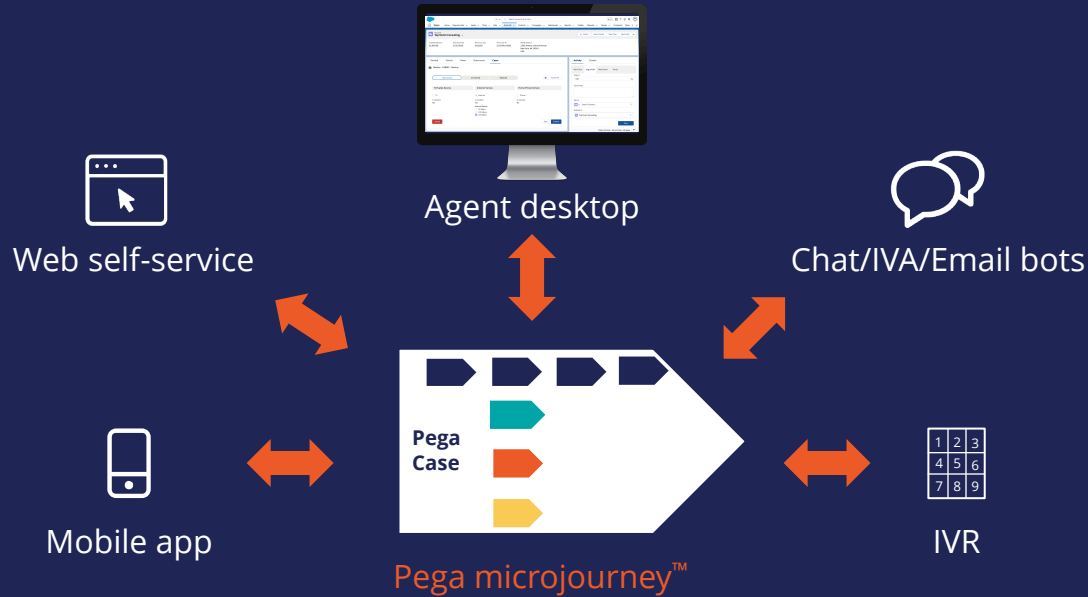
Pega Customer Service

- 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
- ★ AI augmented agent
- ★ AI next best action*
- ★ AI Intelligent Virtual Assistant (IVA)*
- ★ AI email bot*



Gartner
10 consecutive years as a leader
for CRM Customer Engagement
Center MQ

Tap into Pega's case management superpowers

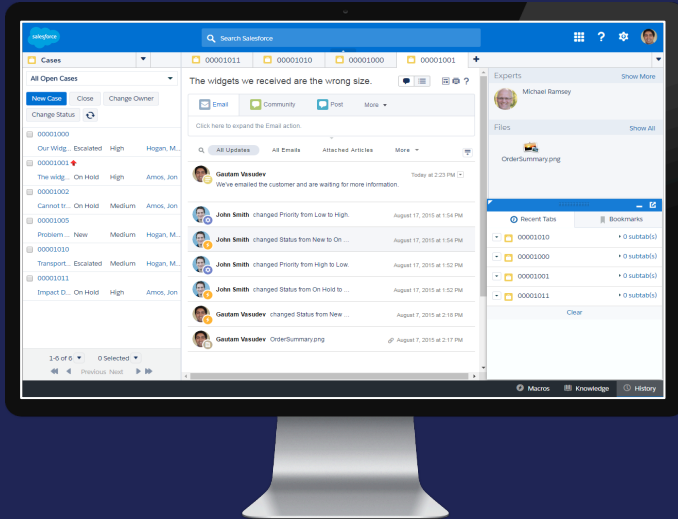


By completely **separating your case logic** and validation from your UI, you can now access the microjourney **on all channels**.

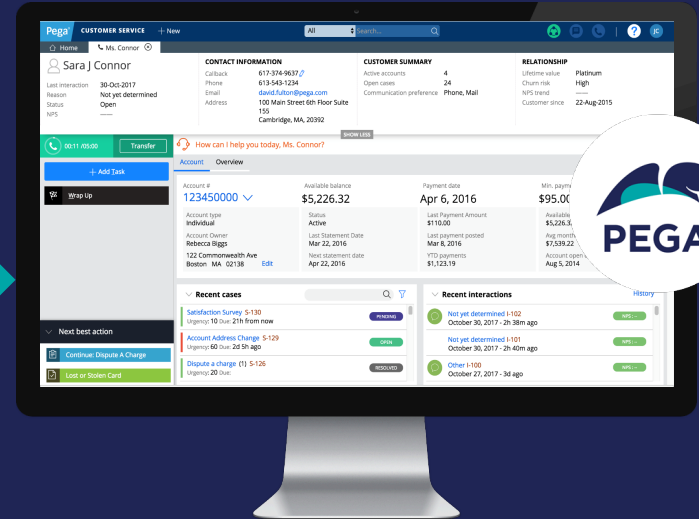
Enhance or replace your existing investment?

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)



A proven track record of real service outcomes

Pega Customer Service™



56%
reduction in AHT

Intelligent routing
across 400 offices

93% reduction in
inefficiencies
across cases

25% increase in
worker productivity

80% reduction in
case costs



92%
reduction in
applications

12% increase in
customer
satisfaction scores

Migrated three
CRM systems to
Pega in nine
months

80% reduction
in AHT

38% improvement
in straight-
through-
processing



3x
increase in
customer
satisfaction

4x lower card
member attrition

Decrease in
expense and
service margins

10% increase
in card
member spend

Lower customer
handling time



50%
time reduction
for address
changes

15 systems down
to one

Withdrawal
process reduced
from days to
seven minutes

Live in 14 weeks

Serving 500,000
policy holders with
unified CSR
desktop



33%
improvement
in NPS

20% increase
in FCR

90-day successful
implementation

\$10 million
annual savings

30% decrease
in customer
complaints



90%
first call
resolution rate

#1 for healthcare
customer service

\$100 million
savings over 10
years

20% improvement
in call
handling time

Improved
handoff efficiency



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The screenshot displays the Pega Customer Service interface for a user named Sara J Connor. The interface is organized into several sections:

- CONTACT INFORMATION:** Callback (617-374-9637), Phone (613-543-1234), Email (david.totten@pega.com), Address (100 Main Street 6th Floor Suite 155, Cambridge, MA 02142).
- CUSTOMER SUMMARY:** Active accounts (5), Open cases (124), Communication preference (Phone, Mail).
- RELATIONSHIP:** Lifetime value (Platinum), Churn risk (High), NPS trend (Positive), Customer since (13-Oct-2013).
- Account Overview:** Account # 1234500078963456, Available balance \$5,226.32, Payment date Nov 28, 2017, Min. payment \$95.00.
- Recent cases:** A list of three cases related to 'Co-Browsing Session' with urgency levels and due dates.
- Recent interactions:** A list of three interactions, each with a date and time relative to '3d ago'.
- Transactions:** A table showing recent transactions with columns for Date, Transaction id, Merchant, and Amount.
- Statements:** A table showing monthly statements with columns for Month, Start balance, and End balance.

Date	Transaction id	Merchant	Amount
Oct 22	2083	Toyota Auto Finance	\$340.87
Oct 21	2089	Volvo Auto Parts	\$120.74
Aug 21	1029	North Western Power Supply	\$29.74
Sep 25	2183	Volkswagen Finance	\$259.97

Month	Start balance	End balance
Oct 2017	\$35,545.00	\$30,021.22
Sep 2017	\$30,021.22	\$36,547.02



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Build for Change[®]