Pega for Government Customer Engagement

The most intelligent, agile, and complete customer engagement solution

A Pega data sheet

Intelligent. Transparent. Customer-centric.

Pega helps the largest, most complex government organizations around the world achieve policy objectives and improve citizen lives. Our industry-leading strategic applications and unified platform seamlessly connect government enterprises to their constituents, in real time and across channels.

Most importantly, Pega allows organizations to efficiently and cost-effectively adapt software to meet today's rapidly changing requirements. Through a configurable, unified platform, Pega's Government Customer Engagement solution provides unparalleled agility and:

- Intelligence and relevance to every constituent interaction, with powerful knowledge and proactive outreach to keep constituents informed.

- On-premise or cloud deployment, with robust mobile and social engagement capabilities. Pega is completely portable and ready anytime, anywhere, for both constituents and government field workers.

- Visibility, accountability, and control, through rich analytics and reporting, providing public sector leadership with relevant, actionable, and real-time information.

- Operation optimization, through the automation of processes, dramatically improving performance and cost efficiencies.

- Integration with existing systems, allowing for transformation at a pace that makes sense for your government organization.

We are number one in case management, mobile application development, business process management, real-time decision management, and digital process automation. No other vendor can make that claim. Our unified product is considered a leader in these categories, as well as: cross channel campaign management, sales force automation, CRM customer service and support, and enterprise CRM suites. What makes Pega unique is the fact that we provide all of our capabilities on a single, unified platform.

#1 IN BPM / DPA
Business Process Management (BPM) / Digital Process Automation (DPA)

#1 IN CASE MANAGEMENT

LEADER in Real Time Decisions

#1 for internal mobile apps

LEADER IN CRM

"Pegasystems has the strongest ability in, and received the highest reference customer score for modeling and predicting customer behavior, and for communicating the next action to agents."
Gartner – Magic Quadrant for the CRM Customer Engagement Center, 2017 [1]

1. Gartner 2017 CRM Customer Engagement Center Critical Capabilities report: https://www.pega.com/gartner-crm-cec-cc-2017

Challenge

Constituents and government employees expect service to be fast, easy, and right the first time – regardless of channel. Most government organizations, however, find it challenging to evolve systems or train staff fast enough to maximize value. These organizations are hindered in their modernization efforts by the cost of maintaining legacy systems across multiple silos, reduced budgets, risk avoidance, and political dissonance.

Solution

Governments across the world leverage Pega's Customer Engagement solution to modernize legacy applications, streamline processes, and meet ever-evolving constituent expectations. Customers applaud Pega's ability to bring fast time-to-value, extremely rapid deployment, efficient reuse, and sharing of enterprise-level processes. With real-time decisioning powered by AI, agencies are improving the government experience through guided personalized next best actions using any preferred channel.

Capabilities for seamless customer journeys

Pega's Government Customer Engagement solution provides a rich set of capabilities designed to enhance the customer experience, improve user productivity, and increase customer satisfaction. Our solution is flexible and designed to be tailored to meet the specific needs of your organization. Key capabilities include:

- **Omni-channel interactions:** Pega delivers a consistent user experience across any channel of interaction, such as desktop, mobile, chat, interactive voice response (IVR), phone, and social media. Channels are managed through the model-based design, which enables you to design your application once and have it reflected on any channel or user interface.

- **Intelligent virtual assistant:** Pega's AI-powered virtual assistant leverages natural language processing (NLP) and text analytics to deliver personalized, intelligent engagement for self-service interactions. Every conversation, action, and contextual detail is captured and the data can be fed back into Pega's machine learning algorithms, to provide both supervised and unsupervised learning models. These improve NLP and better predict next best actions when servicing future customers with similar requirements. Further, sentiment analysis and real-time analytics enable continuous optimization.

- **Pega® Social Engagement:** Monitor social channels to analyze constituent sentiment and respond proactively.

- **Pega® Chat:** Chat allows customer service representatives to interact with customers from your website, by engaging in a text conversation to address one or more questions. No plug-ins or downloads are required to use Pega® Chat.

- **Pega® Web Mashup:** Embed Pega capabilities within your existing self-service experience. Pega® Web Mashup allows you to deliver a consistent customer experience and enables you to make updates to the process in a single location, without making process changes in multiple places.

- **Pega® Co-Browse:** Two or more parties can securely share the same web page with just a single click.

- **Pega® Knowledge:** Manage the complete content lifecycle, from creation to publication, to recommend relevant, timely information based on a constituent's web interactions and employees' activities.

- **Robotic automation:** Optimize the way employees work by easily simplifying, automating, and integrating the technologies and processes on the desktop to get more work done, faster.

- **Composite view:** Consolidate relevant customer information from your legacy systems, interaction data, and customer service requests into a composite view of the customer relationship. Customer composites provide relevant account detail, interaction history across channels, open and recent customer service requests, and display it dynamically based on the customer context and current situation.

- **Guided, intent-driven processing:** Intent-driven processing guides users through every customer interaction, reducing training time and ensuring service consistency. Service processes can be specialized to the customer and circumstance, enabling personalized service for customers, but without compromising efficiency.

- **Pega® Call:** Connect the constituent management solution with telephony systems for a seamless experience.

For more information, visit pega.com/government