

Making CSP success happen.

How to transform your business
with adaptive processes, proven
technology, and AI

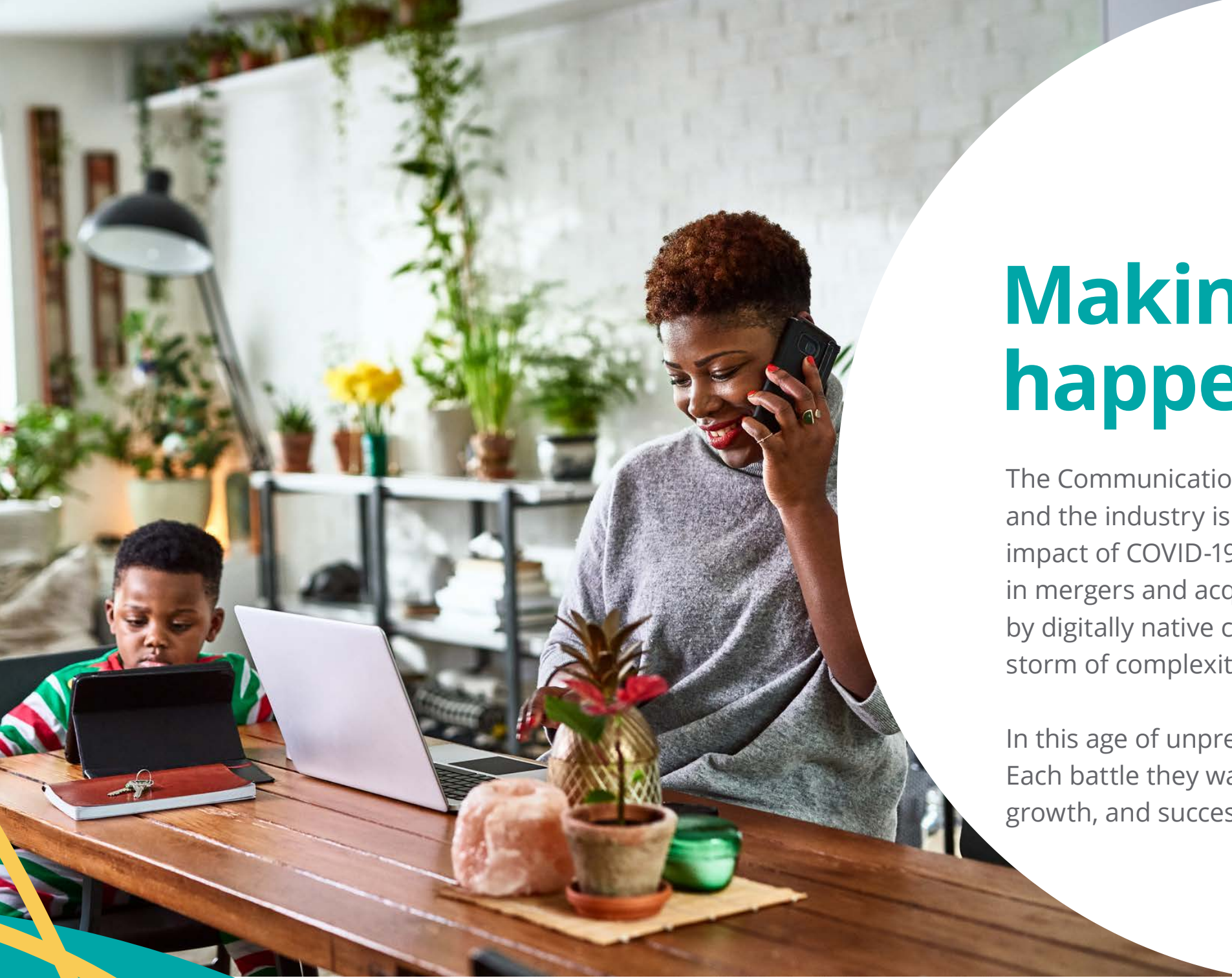




Making CSP success happen with Pega

The Communication Service Provider (CSP) arena has been disrupted and the industry is in flux. From growing consumer expectations, to the impact of COVID-19 and the need to build 5G networks, from upticks in mergers and acquisitions, to an accelerating pace of change fuelled by digitally native competition, the sector is in the throes of a perfect storm of complexity.

In this age of unpredictability, CSPs are battling on multiple fronts. Each battle they wage is integral to their long-term survival, growth, and success.





Making CSP success happen with Pega continued

For decision-makers concerned with securing continued success for the future, prioritising how to navigate this often uncertain landscape must be made swiftly. But sacrificing one frontier in pursuit of another is not an option.

But what if there was a way to address all these challenges at once and ensure success, no matter the circumstances?

The strategic value of Pega

Pega unites AI-driven solutions with a customer-centric approach to combat a myriad of CSP challenges. Our sophisticated and adaptable solutions are designed to remove complexity, improve customer experiences, drive operational efficiencies, and deliver positive business outcomes – end-to-end.

Pega's unique Center-out™ strategy puts the customer at the heart of all decision-making. The world's most recognised and successful CSPs rely on Pega's platform to meet today's challenges head-on and remain ready for the future.

A photograph of a woman with dark hair, wearing a white t-shirt, sitting on a grey couch. She is smiling and looking towards a laptop. Two children are lying on the couch with her; a boy in a white t-shirt is lying on his back with his eyes closed, and a girl in a green shirt is lying on her side. The background shows a living room with a bookshelf and a framed picture of a palm tree.

Meeting and exceeding CX demands

“Great customer experience strategy is vital... over 70% of CX leaders struggle to design projects that increase customer loyalty and achieve results.”

– Gartner, 2020¹

Digital disruption has continued to drive customer expectations upwards. Customers now demand fast, personalised, and seamless experiences that put them at the centre. CSPs unable to deliver on this promise face weakened NPS scores – and bottom-lines. Customer experience (CX) is where victories can be won and lost – and the time to compete is now.



Meeting and exceeding CX demands continued

The key to meeting customer expectations begins with the experience delivered. Modern-day consumers demand consistent personalised experiences no matter the channel. Pega provides the technology to help CSPs take the right action every time to delight their customers while keeping costs down.



Simplified customer interactions for BT

Challenge

BT is on a quest to provide brilliant digital and in-person experiences everywhere, at any time. To deliver on this vision, the communications service provider has been investing in the digital space. After BT acquired EE, it needed to connect the dots – not just between channels but also across two different organizations with disparate processes and technology.

BT sought to use customer data to make the best decisions. This would require connecting data from multiple sources, including real-time data, previous interaction data, offline data, and propensity and predictive analytics. From there, the company would have to harness the data to provide its customers with seamless, omni-channel experiences.

Solution

BT wanted to provide both agents and users with a simple and streamlined process for making the best customer decisions. With multiple CRM systems, this required integrating all systems to simplify the underlying complexity of the decision-making process.

By implementing a single, real-time decisioning brain to power decisions across BT, EE, and multiple channels, the organization can feel more confident that customers receive the best experiences, no matter which channel they choose to interact through. Using Pega solutions, BT has also shifted responsibility into the hands of business users to put customer needs at the centre of decision-making.

Results

- Replaced 17+ different versions of a decisioning tool across multiple channels with a centralised decisioning engine
- Simplified and streamlined the process of customer interactions, reducing the need to switch between 100+ applications
- Empowered business users to engineer their own solutions without relying on IT

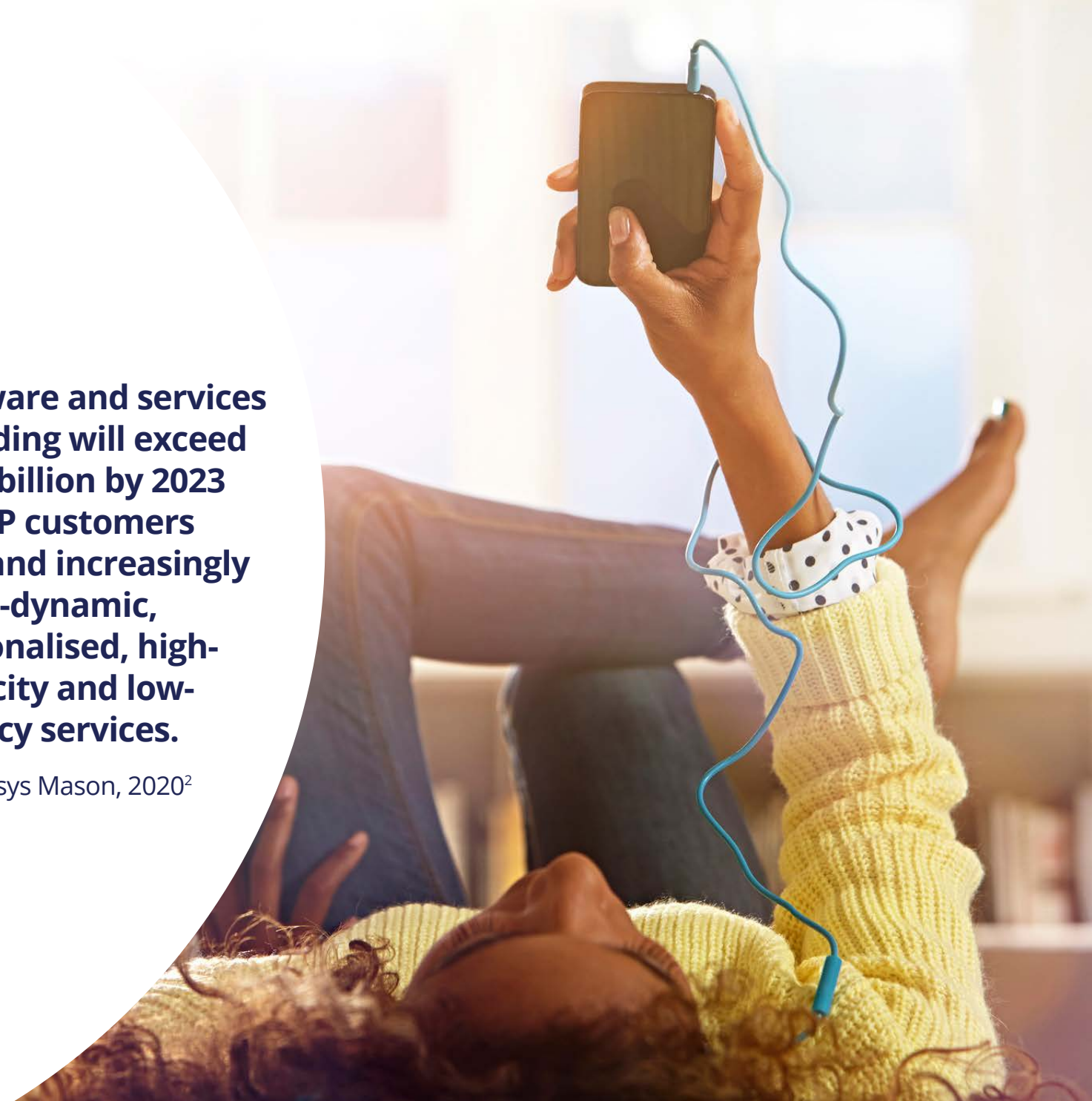


Increasing business agility

Communication products are proliferating the market as emerging technologies continue to mature. From 5G-enabled gaming and streaming, to enterprise and consumer IoT products and the growing demand for home fibre; the CSP product footprint has grown significantly within the last year. But the more products there are to support, the more customer data is collected and the more siloed systems can become. An increase in mergers and acquisitions³ has led to even more significant challenges within already complex ecosystems. This complexity is only set to grow further as we race through the 2020s.

Software and services spending will exceed \$100 billion by 2023 as CSP customers demand increasingly more-dynamic, personalised, high-capacity and low-latency services.

– Analysys Mason, 2020²





Increasing business agility continued

Legacy IT remains the most significant barrier to positive CSP outcomes. Companies are failing to keep pace with innovation, unable to fast-track release cycles and increase automation due to complex architectural environments. For CSPs already dealing with diverse product portfolios – and the technical debt that comes with them – they can't afford to sink anymore budget into systems that are slowing down innovation and development.

Pega's intelligent automation delivers numerous process efficiencies in a short time, integrating a wide array of disparate systems to cut down on redundancies, reduce technical debt, and deliver faster results.



Efficient digitisation for Liberty Global

Challenge

Liberty Global, through a series of mergers and acquisitions, had become the world's largest international cable provider. But with growth came legacy IT and technical debt that hindered the urgency needed to keep up with changing customer demands. Faced with increasing business pressure and operating in a highly competitive market, Liberty Global began an ambitious programme to digitally transform across 12 countries and five brands.

Solution

Using Pega's open architecture and quick implementation and delivery, Liberty Global was able to move and augment its existing architectures – across all regions – to its new target digital architecture. This provides the company with the agility to deliver early benefits, growing its business requirements organically over time rather than having to pre-design the solutions at the start of the project.

Results

- Ability to own, maintain, and deploy troubleshooting flows without writing code
- Increased first time right (FTR) rate and efficiency in response
- Reduced inbound and outbound calls between the call centre and customers

A woman with short dark hair is sitting on a white sofa in a living room, working on a laptop. The room has a brick wall and a large window. In the foreground, a young child with curly hair is sitting at a table, looking down. The scene is lit with natural light from the window.

Orchestrating the path to 5G

“Worldwide 5G network infrastructure revenues will touch \$4.2 billion in 2020, recording year-over-year growth of 89%”

– Gartner, 2020³

5G has been tipped as a path back to pre-COVID profitability, according to Deloitte⁵. CSPs will need to undertake targeted, strategic improvements to rollout new technology. The transition is expected to be complicated and costly. To support new business models, CSPs need a digital transformation platform to create new digital experiences in weeks, not years.

Orchestrating the path to 5G continued

In addition to bearing the high cost of acquiring spectrum, CSPs must invest heavily in core and radio access networks, transmission, and infrastructure. How each CSP rolls out their 5G plan will be crucial for the coming few years – and may well be a defining moment of both their, and the global economies, success.



Orchestrating the path to 5G continued

At a time where 5G early-adopters will out-manoeuvre competitors, Pega's intelligent automation delivers the tools and insight to streamline complex enterprise operations. By taking a holistic approach, tasks that need to be managed for different vendors, partners, and internal organisations can be orchestrated and automated – while keeping margins high and bringing value to customers, fast.



Google's end-to-end automation success

Challenge

At [Google](#), it's essential to provide network capacity on-time to ensure customers always have the access they need to business-critical applications and services. The network operations team at Google combines software and systems engineering to build and run large-scale, distributed systems on a \$30 billion network. When building and maintaining its high-capacity global network, Google needed its critical and externally visible systems to meet a high standard of reliability and uptime, deliver a fast rate of improvement, and enable continuous monitoring of capacity and performance.

Solution

Engaging Pega's unique technology and services, Google implemented end-to-end automation and orchestration across multiple delivery functions, as well as creating external integrations with critical vendors to streamline deployment activities.

Results

- Minimized tooling (network monitoring, etc.) using an orchestration layer that interacts with tools
- Used automation to turn project managers into "exception managers"
- Cut cycle time from 180 days to 30 days
- Reduced network outages through improved workflow management
- Enabled quick development of workflows



Winning big with faster time-to-market

In an industry where speed is the defining element for quality, the ability to move with agility is key. “Out with the old and in with the new” must become a mantra for CSPs looking to compete; trading in dusty legacy systems for next-gen solutions to delight new and future customers. Pega delivers the digital agility platform for rapid, scalable, and transformational deployments. This provides a rapid method of increasing network capacity, deploying new 5G and fibre networks, and simplifying order fulfilment. Pega also delivers a low code platform that enables business users, developers, and IT to build quickly, automate intelligently, and scale confidently to drive growth and deliver savings.

“Pega can make 40% higher NPS happen”

– Steve Rudolph, 2019⁴



Making self-service solutions a reality for Vodafone

Challenge

Vodafone IT was facing increasing pressure to deliver new solution capabilities faster as competition increased. In the words of Jon Smith, Enterprise IT Senior Manager at Vodafone UK: “We wanted to put the power in the hands of our people. It’s the people in the businesses that make the difference and deliver the capabilities using all of the cool technology.”

Solution

Vodafone envisioned a platform to empower the business to “self-serve” and create solutions with minimal IT support. Pega was selected to enable the company to take control. Vodafone built a guided troubleshooting tool, incorporating process flows and diagnostic processes with automation for testing and fault diagnosis for broadband services.

Results

- Solution built in just four months
- Improved time to market by 75% through citizen development
- Improved NPS by 18%

Meeting market demands – now and in the future – with Pega

Between the accelerated demand for new customer-facing digital experiences and the increased spending power of digital natives threatening core business, digital transformation has become the “new normal” for CSPs. An agile environment is more critical than ever. To stay relevant, CSPs need flexible platforms that can support current systems and adapt to what is coming next. Providers must reimagine how they operate their digital business to ensure they can adapt to meet market demand effectively. COVID-19 has only accentuated the pressure on CSPs to be more agile and to transform more rapidly – those who prepare now will reap the rewards later.

With the CSP sector at the heart of a disruption and convergence agenda, the key question is: are you embracing the right opportunities – and focusing on the right risks?

Pega can help you combat the challenges that exist today -- without compromise -- and prioritise your transformation needs across:

- Customer experience design and implementation
- Operational efficiency and service diversification
- 5G application and rollout
- Emerging technology and innovation

Our teams will develop the right long-term strategy, allowing you to make success happen, no matter the circumstances. To find out more, and to receive a tailored value spear that demonstrates what Pega can bring to your business, visit our dedicated [CSP website](#) today.

[Visit the Pega website now](#)

References

- [1] Gartner. 2020. Top 10 Trends for the Communications Service Provider Industry in 2020. Available: [online](#).
- [2] Analysys Mason. 2020. CSP spending on telecoms software and services will reach USD100 billion in 2023. Available: [online](#).
- [3] Gartner. 2020. Customer Experience: Increase customer loyalty and retention with smart CX strategy. Available: [online](#).
- [4] Pega. 2019. Stories of success. Available: [online](#).



About Pegasystems

Pega delivers innovative software that crushes business complexity. From increasing customer lifetime value to streamlining service to boosting efficiency, we help the world's leading brands solve problems fast and transform for tomorrow. Pega clients make better decisions and get work done with real-time AI and intelligent automation. And, since 1983, we've built our scalable architecture and low-code platform to stay ahead of rapid change. Our solutions save people time, so our clients' employees and customers can get back to what matters most.