



PegaWorld*iN*spire

JUNE 9-11, 2024 | LAS VEGAS

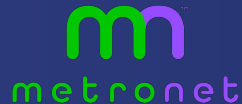
AI and Automation: The Digital Trust Builders in Omni-channel Customer Experience

Ashish Joy
Program Director
ProCom Consulting

Chris Besner
Process & Tech Enablement BA
Metronet

Jason Salzman
Pega Architect
ProCom Consulting

Luke Wahl
Process Owner Analyst
Metronet





Ashish Joy



Jason Salzman



Chris Besner



Luke Wahl



Hosted by:

Simon Thorpe

Product Marketing Director

Customer Service & Sales Automation



About ProCom

Overview

- Pega Authorized Partner and Licensed Reseller
- Pega program and project (MLP/MVP) leadership and delivery
- Pega Second Surgeries
- Pega Customer Service (CS) Modernization Assessment and Delivery
- Pega Upgrades / Modernization
- Cloud Migration / Modernization

Value Props

- Resources are certified AND experienced
- We commit to specified SLA's regarding resource attrition
- Lower rates than most large-scale providers
- ROI Value Book used to formally track ROI QoQ
- Multiple delivery models
- Delivery ownership regardless of staff model
- 100% referenceable client base

Pega Accelerator Experience

- Pega Customer Service (CS) for Comms/FS/Ins
- Pega Chat
- Pega Collections
- CDH / NBA / NBE / NBO
- Billing
- CCPA/GDPR
- PegaCall (CTI/IVR)
- Master Data Management (MDM)
- Pega Sales Automation (SA)

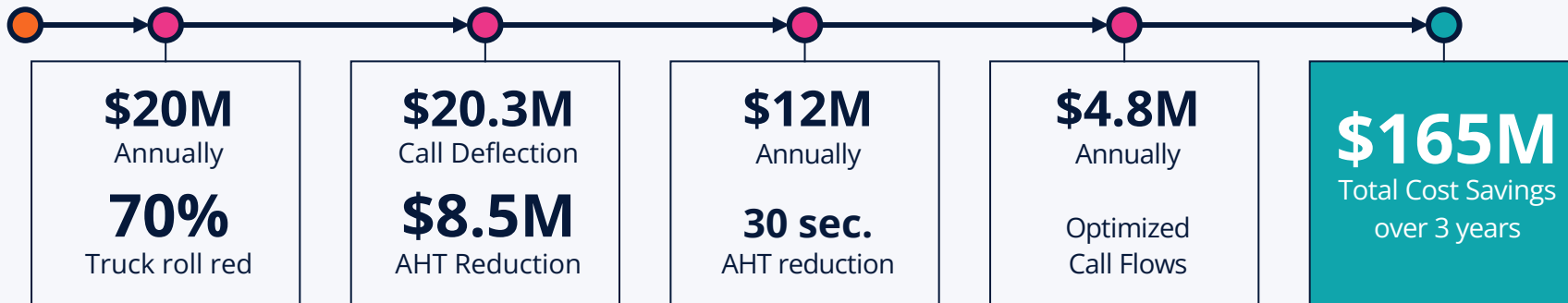
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 windstream	 T-Mobile®	 ATN <small>Infrastructure</small>	 SouthernLINC <small>Infrastructure</small> <small>A Southern Company</small>	 dish	 ziplay fiber	 COX



Results Achieved:

Journey Toward Powerful, Rapid Results

START



Digital Messaging app Implementation with Automated Troubleshooting

- Customer service
- Customer experience
- Call deflection
- Increase customer self service

Pega Chatbot/Webchat

- Omni-channel Experience
- Call to chat enablement
- Bot to live agent enablement

Pega IVR/CRM Desktop for Tech Support/Care Group Agents

- Customer service
- Customer experience
- Call/authorize optimization

Pega CS Flow Optimization

- Customer Service
- Customer Experience
- Call optimization

Business Objectives



Omni-channel Self-service Capabilities

- Implement a unified self-service platform across SMS, Call, IVR and Web channels
- Enable customers to resolve common call intents through self-services
- Reduce customer support inquiries by 30% through self-service adoption
- Achieve a customer self-service experience rating of 90% or higher

Common Desktop Visibility

- Deploy a single, unified desktop interface for customer service representatives across all channels (phone, SMS, Web chat, IVR)
- Provide real-time visibility into customer interactions and history across all channels
- Drive real-time desktop alerts specific to account management



metronet™

Metronet Communities & Fiber Routes

Metronet serves over 275 communities across 17 states including:

Colorado

Florida

Illinois

Indiana

Iowa

Kentucky

Michigan

Minnesota

Missouri

Nebraska

North Carolina

Ohio

Texas

Virginia

Wisconsin

Louisiana*

New Mexico*

**states being built by Metronet affiliates*

Our Associates:

- 2,100+ Associates and counting....
- Associates in 62 cities, 28 states
- 66% of our associates are located outside of Evansville



Preparing For Change

- Transitioning from a traditional **waterfall approach** to an **agile framework**
- Training team members on new processes and systems.
- Migration from legacy systems to a modern tech stack
- Fostering **adoption** and **utilization** of new technology



Metronet Pega Implementation Experience



**GROWING
PAINS**



**WHAT WENT
WELL**



**WHAT DIDN'T
GO WELL**



**LESSONS
LEARNED**

DCCP Business Benefits:

- **71K automated** customer device reboots as tier 1 support
- **34K customer correspondences** using live chat
- **25K calls deflected** via outage notifications
- **17K appointment reschedules** facilitated via IVA and SMS.
- **9K repair deployments** prevented in the past 24 months.
- **Enhanced dialogue** with “Customer to Tech Notes”



ProCom Implementation Strategy

- **Pega Digital Messaging** to drive consistent customer conversations in any channel
(Reschedule my appointment, help me pay my bill)
- **“x4” design approach** for all processes
(SMS, IVR, Desktop, Web Chat)
- Approach has saved our customers **millions**
- Goal to provide the **best customer experience** in the customer’s **preferred channel**



The Challenge

- Our customers challenged us to make our conversations even better using **GPT**
- GPT is great, but...
 - Is it accurate enough to use for all customer communications?
 - Is the solution cost effective?
 - Is it secure and reliable enough to use in mission critical applications?

ARTIFICIAL INTELLIGENCE / TECH / OPENAI

ChatGPT spat out gibberish for many users overnight before OpenAI fixed it

**ChatGPT can make mistakes,
Consider checking important information**

ChatGPT recovers following outage affecting thousands of users

By Stephanie Weaver | Updated April 10, 2024 5:15pm EDT | Technology | Fox TV Stations | ↗



The Goal

- Execute customer requests using a **natural language conversation**
- Must support **multi-step business processes** with well defined logic
- The solution must be **highly accurate** and **reliable** while **keeping costs low**
- Must be **100% secure**

Hi Emily
I see you have an upcoming appointment on June 18th
How can I help you?
9:32

Can you help me change my appointment please?
9:35

I can help you reschedule, what date would you like?
9:36

Do you have Saturday?
9:48

The next appointments are:
A. 06/15 at 3pm
B. 06/16 at 9am
C. 06/16 at 11am
Would you like to book?
9:50

Can I do the 15th at 3pm?
9:54

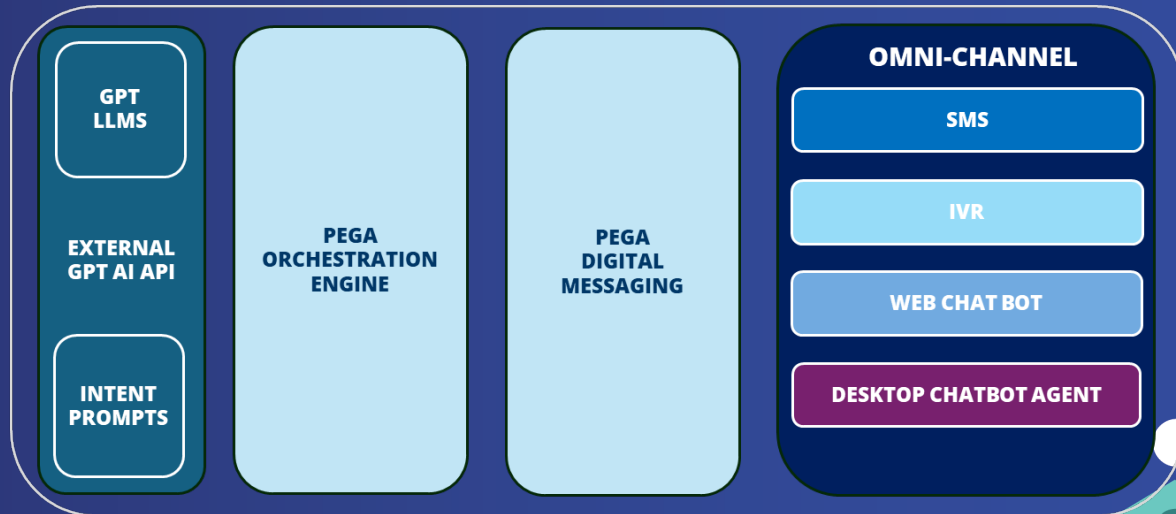
Sure, your appointment has been changed to 06/15 at 3pm
9:55

The Solution

We use **Pega Digital Messaging** as the backbone of our solution

Using a **GPT Oriented Architecture**, we use GPT to **evaluate** customer messages

Accomplished by integrating **specialized GPT API** into our **Digital Messaging** conversations





Show analysis



Show header

Reset

4:19 PM

Hello! I'm here to help with your telecom service. To get started, could you please provide the phone number or email address associated with your account? This will help me verify your identity and assist you better.



Type your message here



Thank you!



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