



# PegaWorldiNspire

JUNE 9-11, 2024 | LAS VEGAS

## Transforming and Improving Customer and Colleague Experience with Pega Customer Service

**Luke Rimmer**

Head of Shaping,  
Lloyds Banking Group

**Olly Male**

Engineering Lead,  
Lloyds Banking Group

**Simon Thorpe**

Director of Product Marketing,  
Pega

**LLOYDS**  
BANKING GROUP





Luke Rimmer



Years at the Bank

13



Years Working with Pega

10



Favourite Casino Game



Golf Handicap

3.9



Age of Son

2.5



Olly Male



Years at the Bank

19



Years Working with Pega

14



Favourite Casino Game



Golf Handicap

14



Age of Son

2.99



Financial  
Services Group

**325**  
Years of history

LLOYDS  
BANKING GROUP

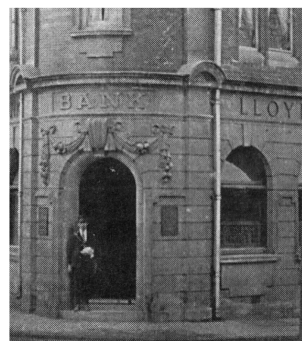
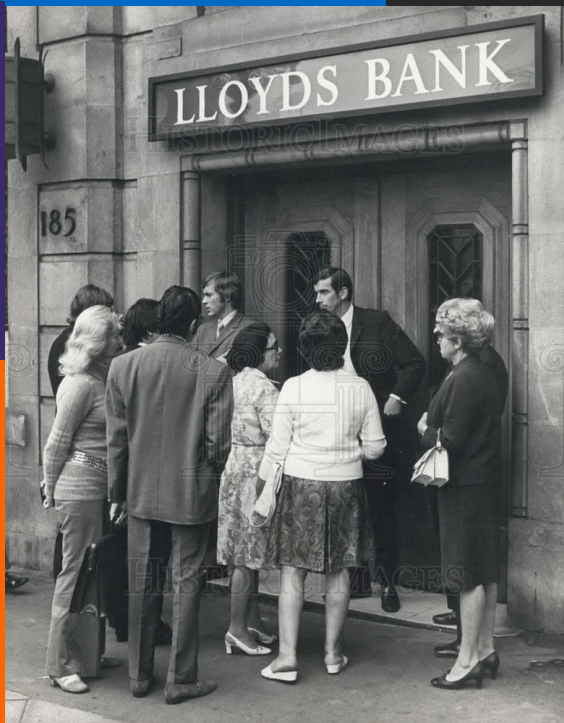


**66K**  
Colleagues

Helping  
Britain  
Prosper

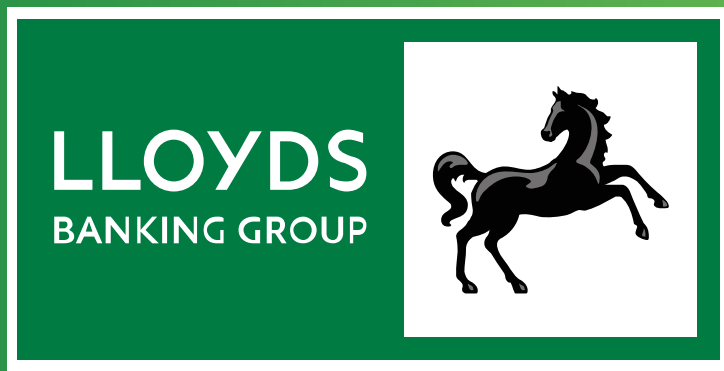
UK's largest  
**mortgage**  
lender

**27**  
Million  
Customers



**16**  
Brands

**21.5**  
Million  
Digital Customers



**Helping Britain Prosper**



**CL**  
Consumer Lending

**CR**  
Consumer Relationships

**IP&I**  
Insurance, Pensions & Investments

**BCB**  
Business & Commercial Banking

**CIB**  
Corporate & Institutional Banking

**Enterprise Platforms**

Finance	People	Credit
Prudential & Analytics	Risk Foundations	Payment Services



**CTO** | **CP**  
Core Platforms Pega

Centre of Excellence & Shaping

Consumer Lending & Consumer Relationships

Insurance, Pensions & Investments

Business, Commercial Banking & Corporate, Institutional Banking

Enterprise Platforms Incl, Economic Crime Prevention

Live Support, Release, Evergreen

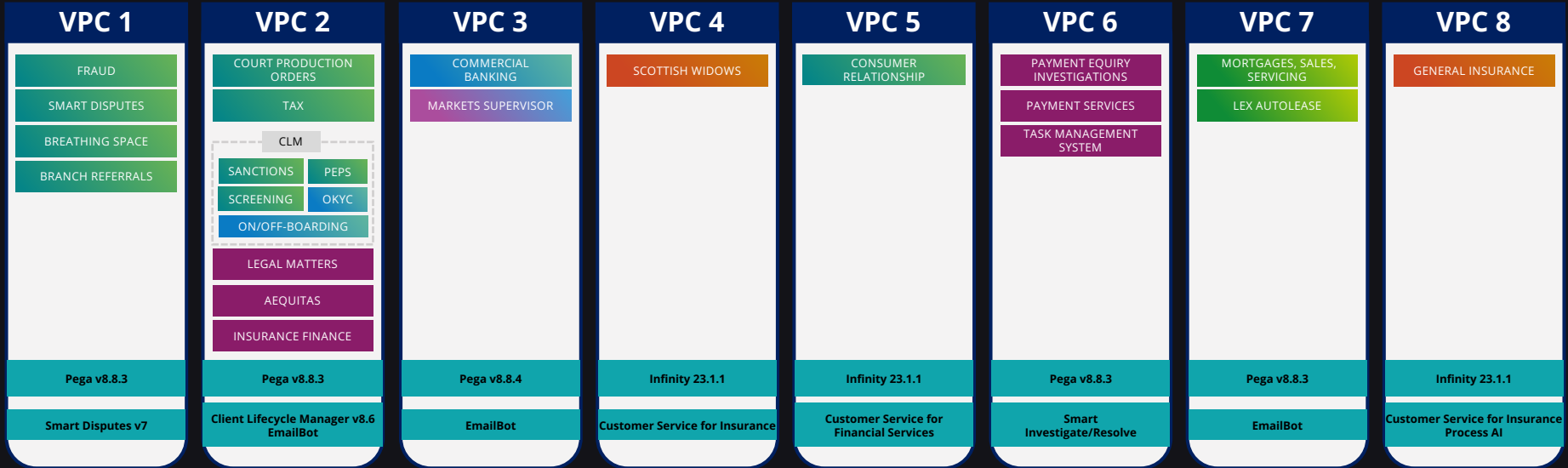
# Pega Cloud Estate

33 platform updates & 67 Infrastructure updates across all VPCs since 2022

<b>CL</b> Consumer Lending	<b>CR</b> Consumer Relationships	<b>IP&amp;I</b> Insurance, Pensions & Investments	<b>BCB</b> Business & Commercial Banking	<b>CIB</b> Corporate & Institutional Banking
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**Enterprise Platforms**

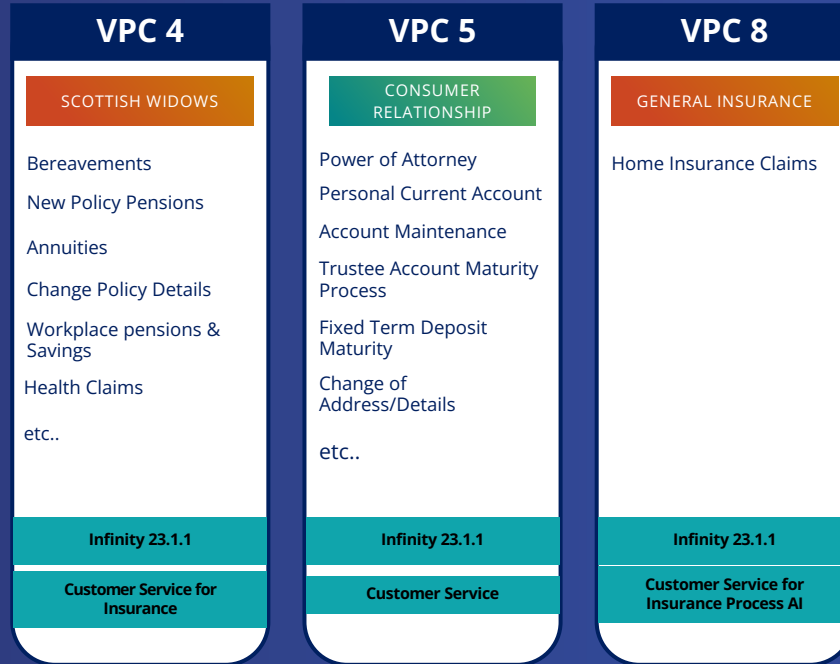
Finance	People	Credit
Prudential & Analytics	Risk Foundations	Payment Services



Lloyds Banking Group Marketplace

Single Sign On (SSO) | Business Intelligence Exchange (BIX) | Cyber Security Operations Centre (CSOC) | Deployment Manager | Splunk

# Customer Service in LBG



# VPC 4

**VPC 4**

SCOTTISH WIDOWS

- Bereavements
- New Policy Pensions
- Annuities
- Change Policy Details
- Workplace pensions & Savings
- Health Claims
- etc..

Infinity 23.1.1

Customer Service for Insurance



4,500

Colleagues use  
SW Pega



10.8m IP&I  
customer requests  
supported annually



5

Channels supported



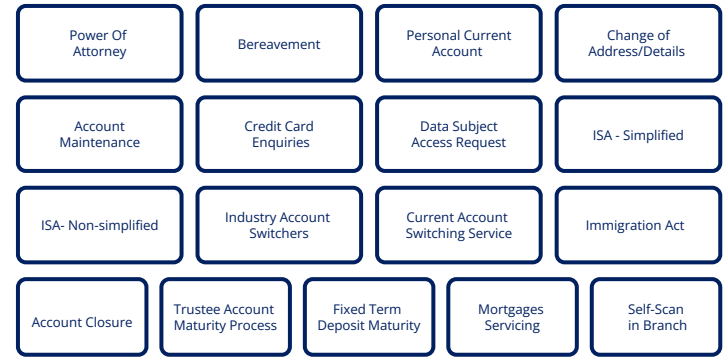
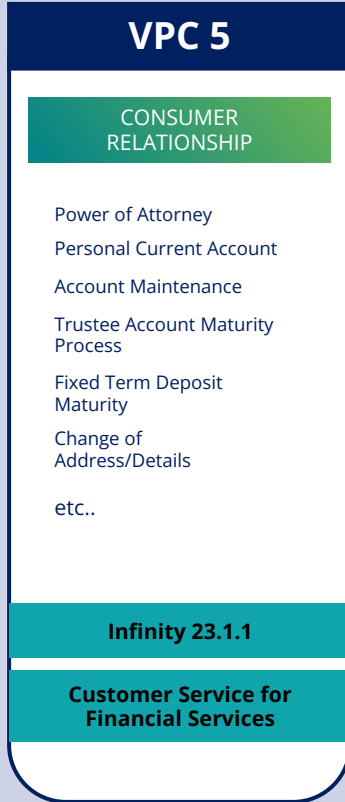
45

Customer Journeys





# VPC 5



**2022**  
**Product centric**  
**18 different applications**  
**Duplication of journeys**

**2024**  
**Customer centric**  
**1 single application**  
**Consistent UX**

**Consumer Relationship**  
(single application)



# VPC 8



**300+**

Claims Colleagues



**150K**

Claims Registered  
Annually



**4**

Brands currently  
being used



**65%**

Claims targeted to be  
registered digitally



**Process AI** used for the first  
time in the Group

# Summary

Top tips & lessons learned

- Moving to evergreen is a mindset shift
- Sharing of best practise through guilds
- Importance of reusability layer – LBG marketplace
- OOTB is best practise, but customisation is okay!





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