



PegaWorld*iN*spire

Driving Growth in BT Enterprise with Pega's AI-powered Decision Hub

Dr Jagdev Panesar
Decisioning Senior Product Owner, BT Business





BT

BT Business

Pega Decisioning

**Driving Growth in BT Business (Enterprise)
with Pega's AI-powered Decision Hub**

Dr Jagdev Panesar

Decisioning Senior Product Owner

Introduction



Combating online hate

We're for inclusivity and diversity. No matter gender, race, how someone identifies themselves, or even through a difference of opinion, we stand together in stamping out online hate and abuse. [Hope United](#) was established to tackle hate online. Through sport values are used to promote team spirit, respect and how to be a good digital citizen.

Championing responsible tech

Responsible tech directly supports our ambition to be the world's most trusted connector of people, devices and machines. This year, we launched our new responsible tech strategy. We want to make sure we develop, use, buy and sell technology in a way that consistently benefits society and minimises harm.



BT Business

- **#1 provider** of business communication services in the UK, serving over 1 million businesses
- **Customers:** Professionals, small & medium, corporates, multinationals, public sector to wholesale customers
- **Main portfolio:** Connectivity, voice, mobile, networking & security
- **Main goals:** To help businesses stay connected and stay ahead in an increasingly digital world by providing them with the tools and services they need to be successful



Non-stop
Mondays need
unbreakable wi-fi.

All business. No drama.

Get unbreakable wi-fi backed by EE's mobile network. **Guaranteed** connection and coverage in every room or up to £60 back.

Search BT Halo for business



Challenges



Changing market dynamic

- Telco industry growth rate reduced from ~8% to ~1%
- Transformed to highly competitive market (win from)
- Focus shifted to retain and grow (from marketing to acquire)

Exponential complexity



Approach



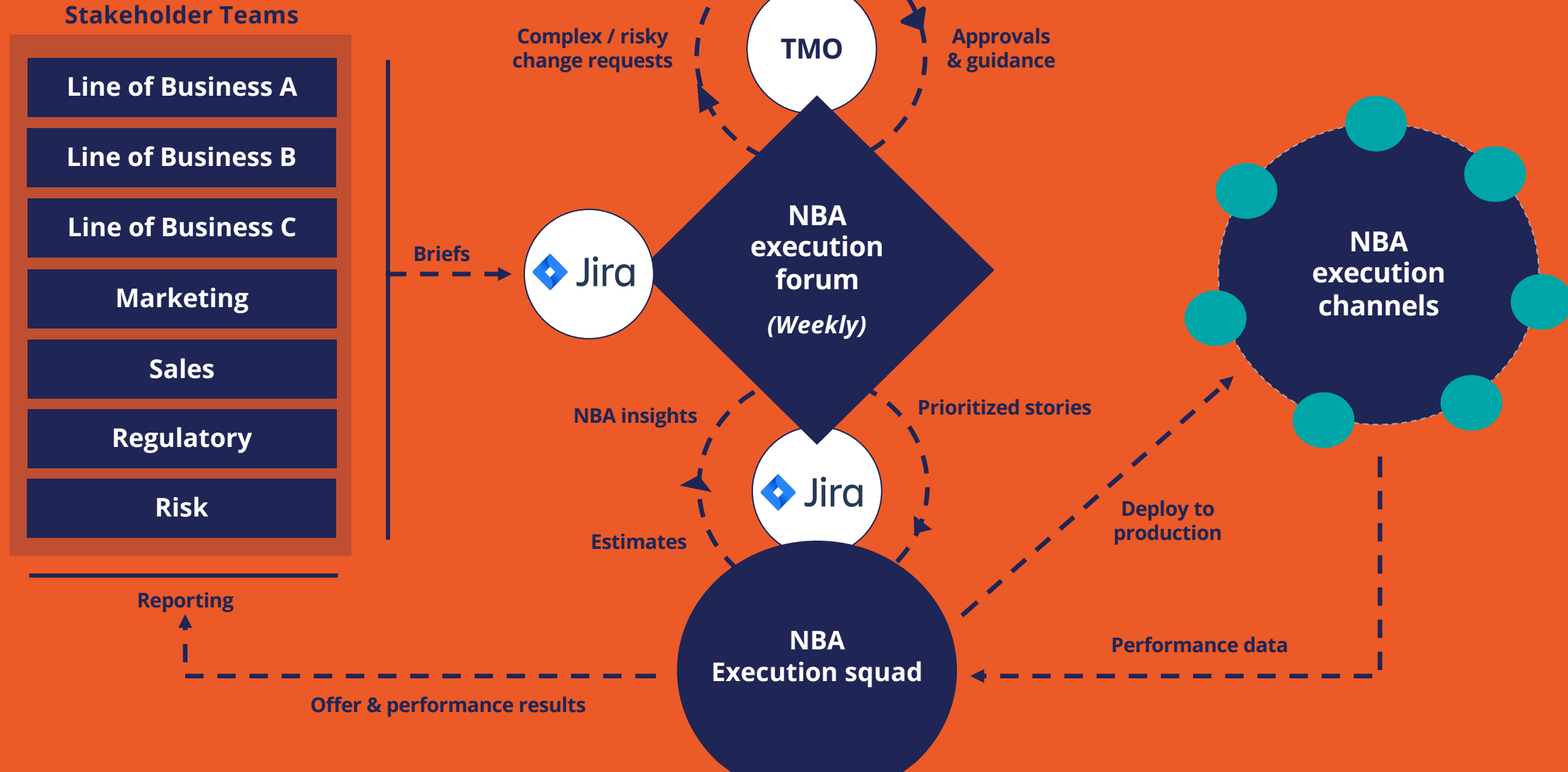
Our Journey



Discovery

Business Operating Model

How change gets processed





Pega Decisioning

Create an intelligent, always-learning, single source for all offers, actions and insights for advisors and customers – through which all models are executed



Create new operating model for enterprise commercial, data and marketing



Clean and timely information – data hub



Data science models

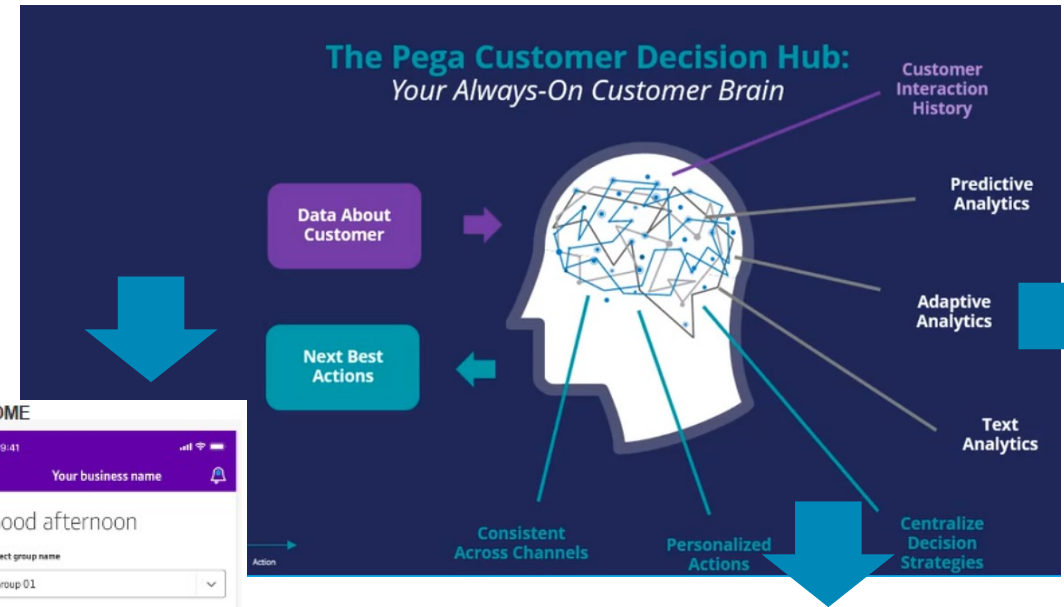
- Propensity to churn
- Propensity to up-sell / cross sell
- Next best action recommendations



Pega decisioning - integrated into all of our execution channels

Outcomes

Increased ARPU 	Reduced churn 	Customer-centric marketing and offers 	Strategic initiatives & product launches
--------------------	-------------------	-------------------------------------------	------------------------------------------



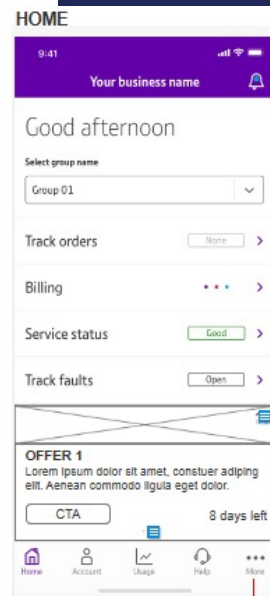
However, we've come up with some great offers for you. We love keeping you connected ...

Our best deal without a bundle:

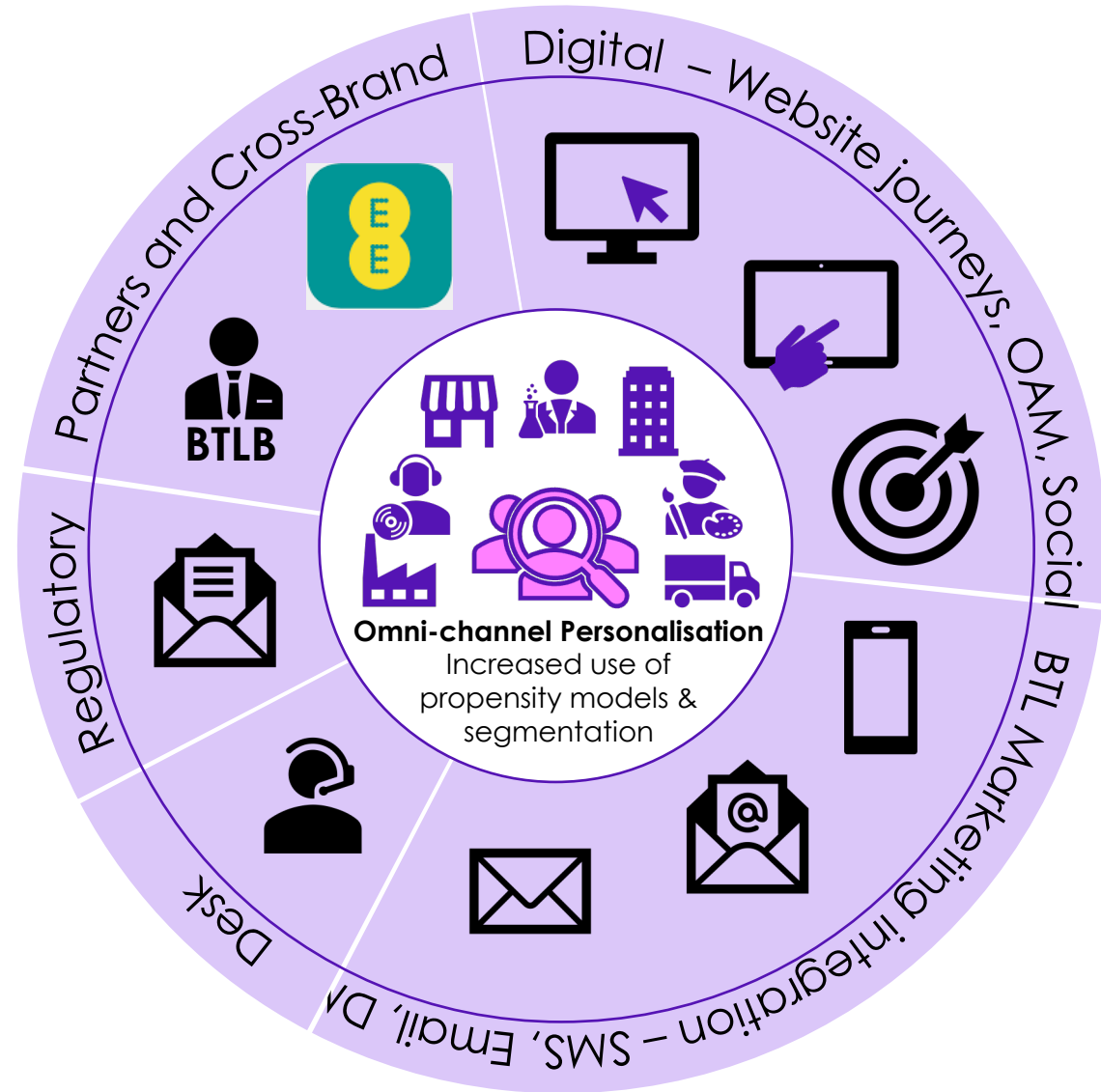
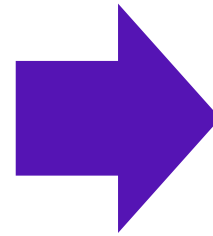
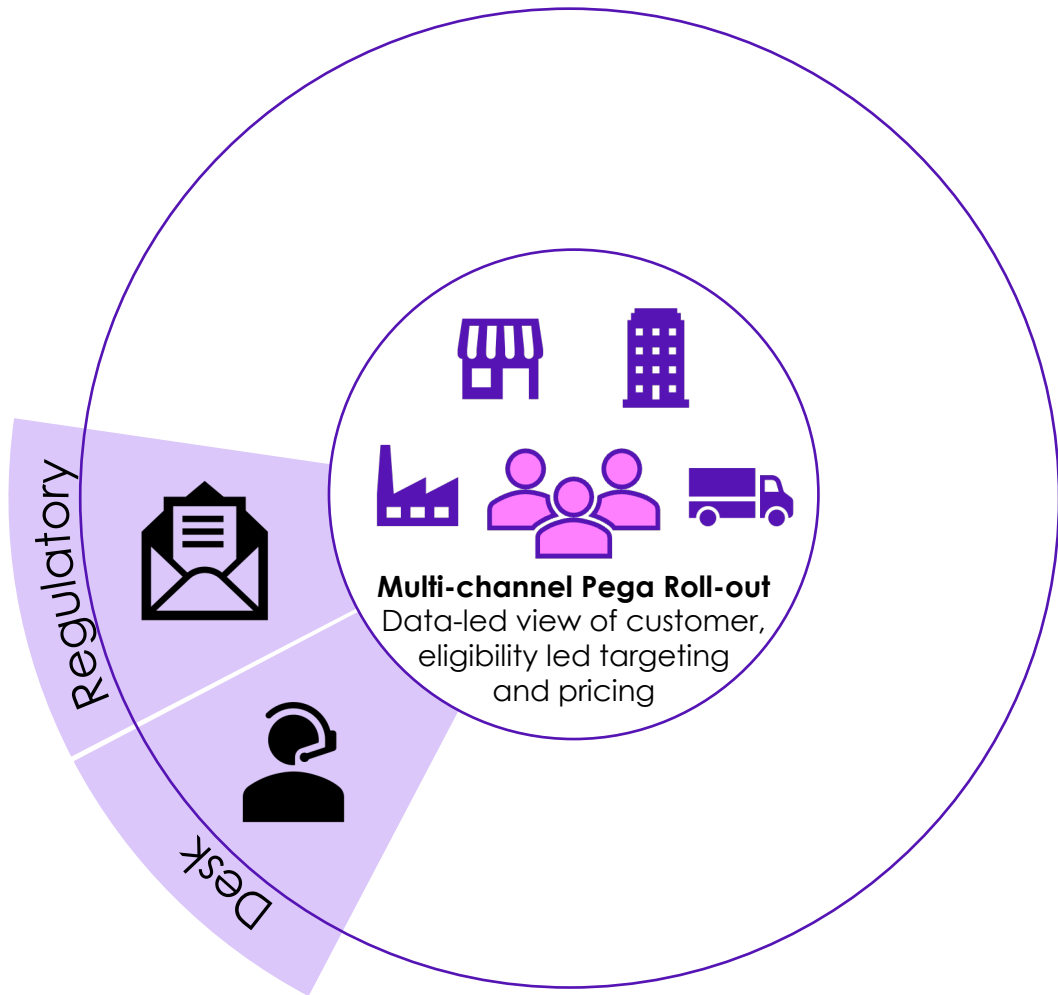
Offer 1 [Product name] [Offer 1 Price]

Or bundle your products for a better deal:

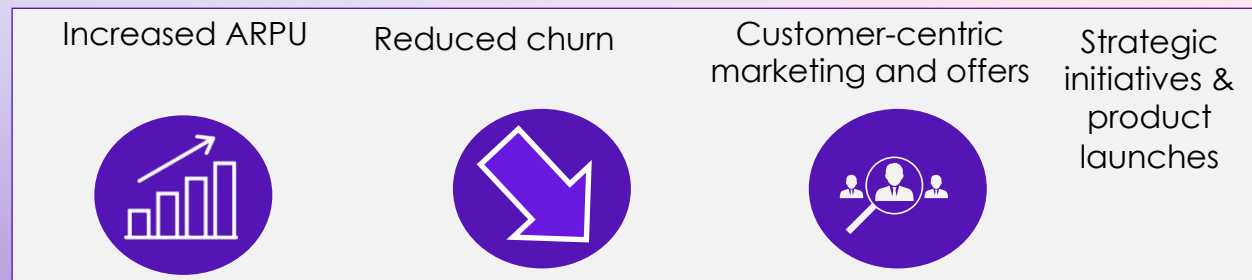
Offer 2 [Product name] [Offer 2 Price]



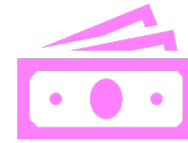
Moving BTB Towards Personalised Data-led Actions



Outcomes



Significant Value Delivered Against the Key Success Criteria



Increased revenue per transaction



Significantly reduced losses



Increased agent productivity



Improved Overall Efficiency of the Commercial Operations

- Consistent deals available across all channels
- Ability to see and order offers from marketing campaigns
- Removed duplication of work
- Better visibility of impact from changes

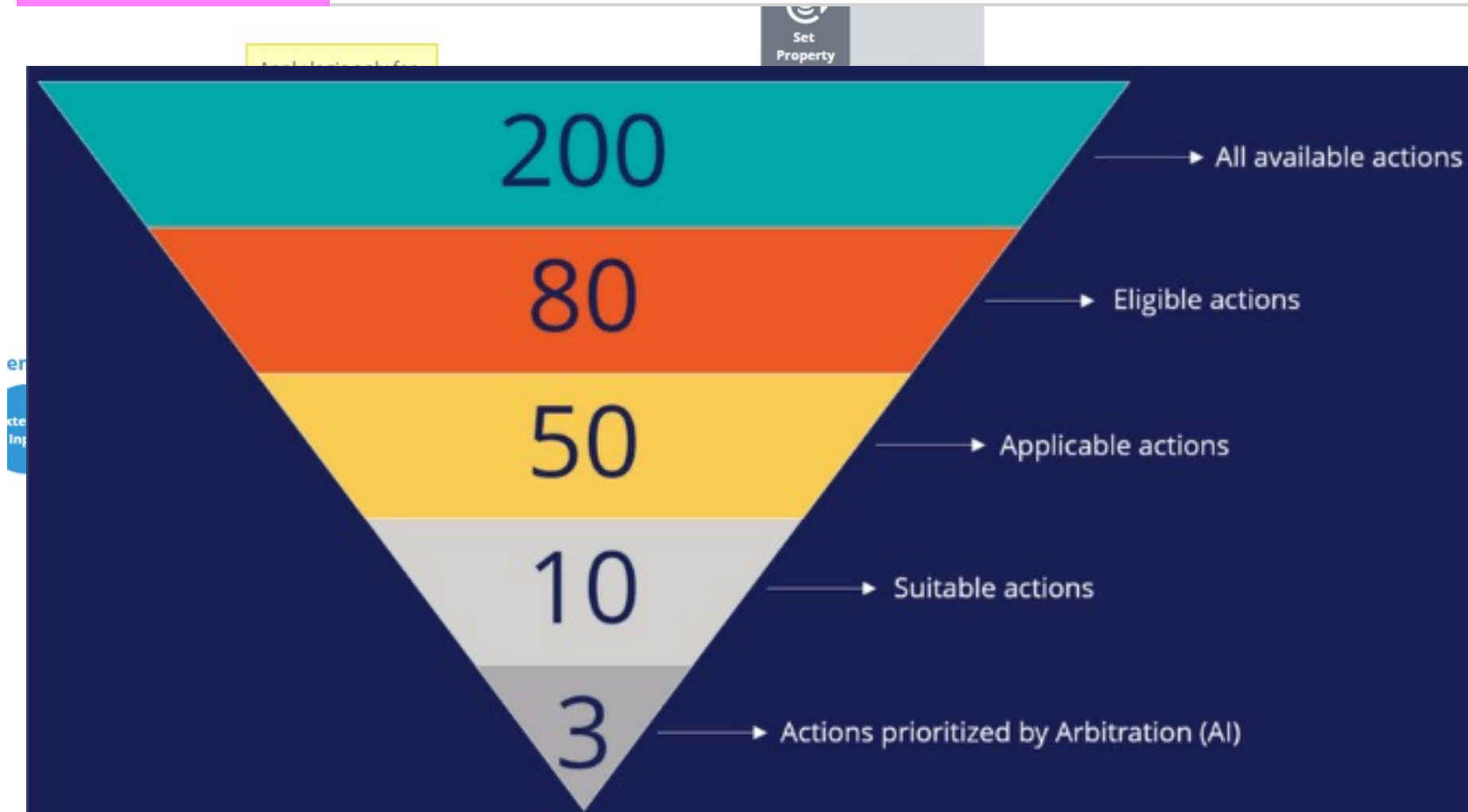
Learnings

Accelerated Pilot



- **Built confidence, avoided mistakes**
- **Learnt from experts**
- **Reduced time to benefit**

Solve Complexity Centrally



Check for agent responsibility for Solus BB assets to match with the Bundle offering

Build Adoption and Buy-in, by Meeting User Experience Needs



- Understand how agents' conversations flow – in order to integrate recommendations in the right place
- Identify and solve pain points – to build adoption and buy-in
- Enable agents to have better discussions – avoid hard restrictions

The screenshot displays a web-based application interface for product selection. At the top, there is a navigation bar with various application tabs: OSS, Billing Desktop, Agent Online, Agent 360* Plus (selected), Campaign, Collections Desktop, BT Business Apps, Adobe Campaign, Technology Check, TaskEngine, and Order Summary.

The main content area is divided into several sections:

- Asset Selected:** Shows 'Superfast Enh (FTTC) / Value Line' with a table of prices: Current Price (£33.72), Current Discount (£11.23), and Standard Price (£44.95).
- Customer Needs Q&A:** A section for asking questions about the customer's needs, such as 'Does the customer require a PSTN line to support services other than calls?' with a 'No' response.
- Customer Worthiness:** A section with a 'Green' status indicator and buttons for 'Amber' and 'Red'.
- Broadband Configuration:** A form for selecting broadband options, including Speeds (76), Tier (Enhanced/Essential), Term (24), Complete Wi-Fi (With/Without), and Voice Line Type (Digital/Value/Standard).
- Product Recommendations:** A list of recommended products, such as 'Fibre 76 Enhanced + Premium Care + Digital Line' with a recommended price of £40.95, and 'Fibre 76 Enhanced + Digital Line' with a recommended price of £34.95.

On the right side, there is a sidebar with filter options and a note: 'Filter options will assist in narrowing customer product recommendations. These recommendations do not currently include our full product portfolio. Please be sure to discuss any other products with your customer, such as Hybrid Backup, Static IP, Mobile, and VAS.'

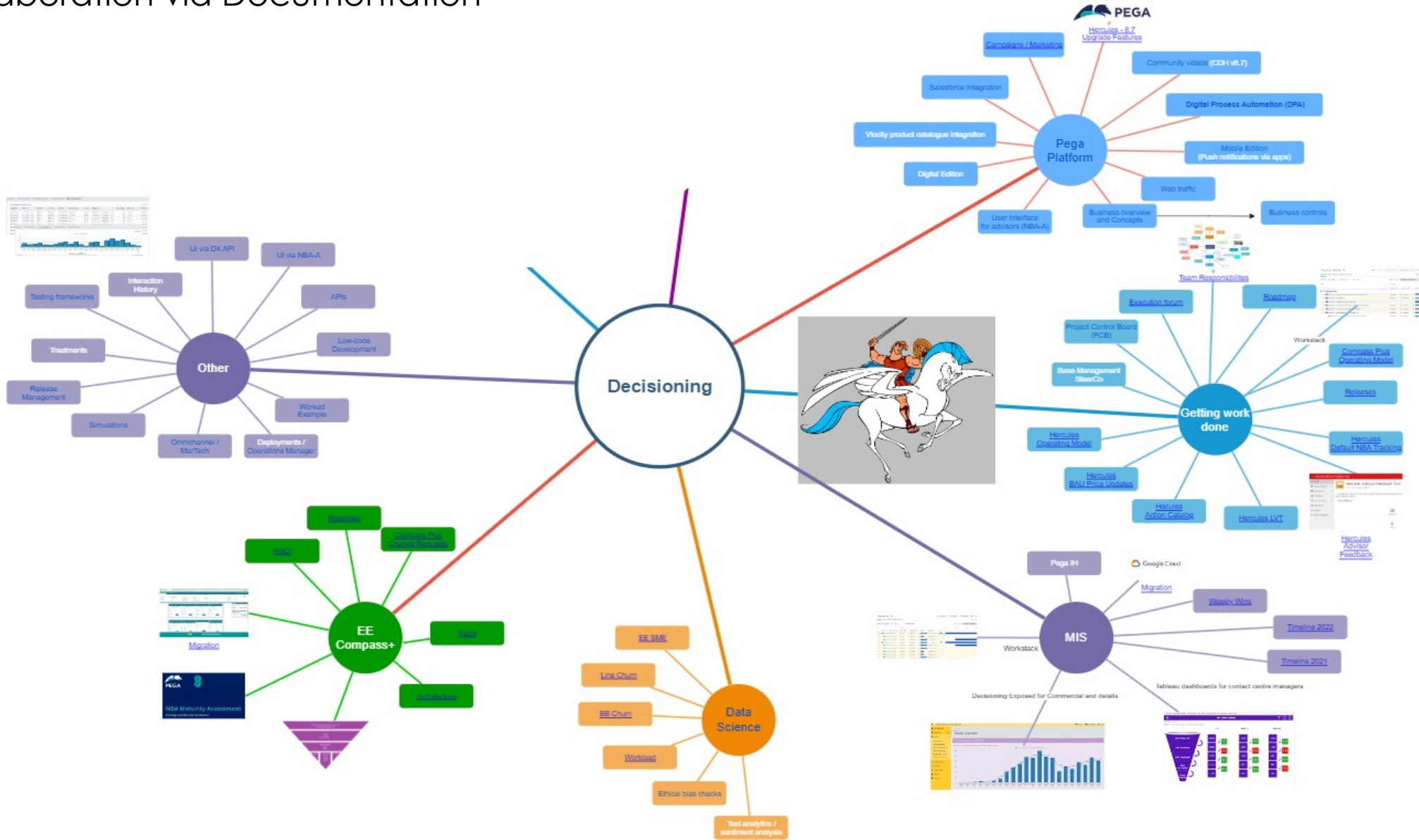


Collaboration

- Resolve conflicts up front
- Establish clear roles
- Set heartbeat
- Right tools
- OK to fail

“... never had as good a launch as Pega...”

Collaboration via Documentation





In Summary

- Use experts – *business and technical !*
- Prepare well – *and sell the vision !*
- MVP – *of course !*
- Be prepared to change – *really !*
- Keep tracking the value – *data & insight from day 1 !*



Questions, please !