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# How Telenet Drives Customer Intimacy and Unlocks Business Value with Pega Customer Service

**Fortuné Alexander**

Sr. Director of Product Marketing, Pega

**Brecht De Mulder**

Head of Pega Customer Service Delivery, Telenet



# Congratulations to Telenet





# Key figures



591 mio EUR  
investments



30%  
Women in leadership at Telenet



+1.6 mio broadband  
internet subscribers



9.9 mio EUR  
investments in local media productions



3,431 employees



+2.8 mio  
mobile phone subscribers



+2.5 Bn EUR  
revenue



36%  
Women at Telenet



641,800  
WIGO and YUGO subscribers



1.8 mio video subscribers

# Why Telenet chose Pega



# Pega CDH Deployment at Telenet

## Footprint

- 11 use cases / campaigns live, adding on average 2 new ones / quarter and still speeding up the onboarding process for business
- 9 channels (in & outbound) integrated with Pega CDH including customer service
- 1,100 individual action / treatment combinations live

## Past 6 months

### Outbound

- Reached 1.5 million customers & generated 3.7 million unique impressions
- 2.6% conversion

### Inbound

- Reached 611k unique customers & generated 2.7 million unique impressions
- 10.2% conversion



# Why Telenet chose Pega for customer service



# Pega CS Deployment at Telenet

## Footprint

- Consolidated 7 systems into 1 desktop with Pega CS
- Introduced NBA in customer service channel 1.5 years ago
- Better customer & CSR experience

## Past 6 months

- 1,800 agents using CS in all customer-facing channels
- 30+ service cases designed and live
- Full customer base for residential migrated to Pega
- Around 30k customer interactions / day over all channels (e.g. IVR, calls, e-mails)



# How Telenet handles change management and business adoption





# Telenet's Customer Service Roadmap

## 2023

Digital messaging

Explore constellation

Self-service – DX API

Streamline delivery

## 2024

Process automation

Co-pilot for agents

Update CS version

## 2025

Citizen development

# Lessons learned





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