

PegaWorld 2023

Q&A with Infosys

Francesca Devrient

Senior Director, CS Platforms, Booking.com

Bhupesh Naik

Associate Vice President, Infosys Limited,

Booking.com

Infosys[®]
Navigate your next

 **PEGA**[™]

Infosys Digital Process Automation (DPA) – Pega Practice Overview



2000+
Experts



Transformation Programs
100+ large scale PEGA
Programs Implemented



17+
year practice
across domains



98 %
Repeat
Revenues



10+ Tools, IPs, and
Accelerators for PEGA Delivery
Standardization and Excellence



Global Elite PEGA Partner

Won Pega Partner
Industry Excellence
Award in
Communications at PW
2022

Won Pega Partner
Award for Excellence in
Growth & Delivery and
Client Innovation at PW
2021

Won Pega Partner
Award for Excellence in
Growth and Delivery at
PW 2020, 2019

Won award for Practice
Development Partner of
the year at PW 2018

Won award for
Business Development
Partner of the year at
PW 2017

Won Thought
Leadership Partner of
the year award in PW
2016

Won award for
Business
Transformation in
Telecommunications in
PW 2015

**Largest PEGA
Customer Service**
implementation in the
world

**Largest PEGA
Robotics Certified**
Practice in the world

**First Ever PEGA
Cloud** Implementation
in the world

First Ever Telecom
**B2C order
management**
implementation in the
world

First Ever SI to do
legacy modernization
for **BPO Digitization**
using PEGA



Artificial Intelligence

Home > Business

Infosys among early investors in ChatGPT creator

Business News / Companies / News / Infosys unveils AI-first offering Infosys Topaz to ac...

Infosys unveils AI-first offering Infosys Topaz to accelerate business value

1 min read • 23 May 2023, 03:32 PM IST

B.

Infosys®

About Booking.com Customer Service

Infosys[®]
Navigate your next



Connected Trip Ambition: From Vision To Value



Booking.com Connected Trip

Is the **overall company vision**, defining the high level focus areas for the product vision



Connected Trip Product Vision

Illustrates the core **customer experiences** that flow from the overall company vision



Unlock the Connected Trip Product Vision

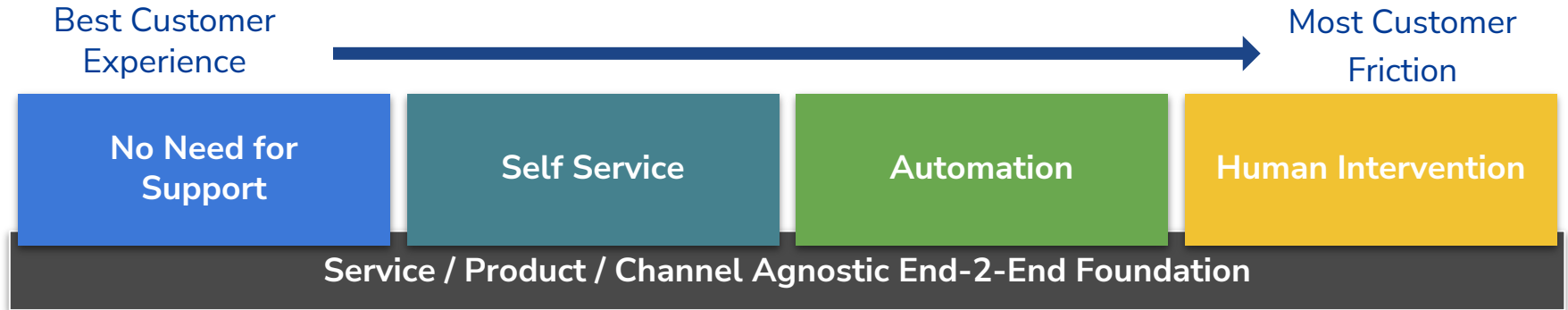
Multi-year initiative to build our capabilities to deliver the Connected Trip Product Vision, **initial focus on 'Multi-Product' Order capability**

Our Customer Service Needs to Evolve to Drive This Vision



Customer service needs to become the trusted advisor for our customers and partners

Enable E2E Customer Service Foundation



A capability foundation to help Booking CS to **accelerate** our move **towards** serving the **connected trip** by **focussing** internal resources **on added value projects** and **differentiating capabilities** while taking a leap ahead by using **best practice** mature service capabilities

Enable E2E Customer Service Foundation

Unified CS Agent Desktop

Case Management

Business Process Mgmt

Knowledge Management

Operations BI / Reporting

Enabling Benefits:

Increase Agility

360 Degree Customer view

Reduce Cost Over time

Reduce SME x-dependency

Real Time Reporting

Increase Focus on Differentiators

Faster Agent Onboarding

Detect & Solve Process Bottlenecks

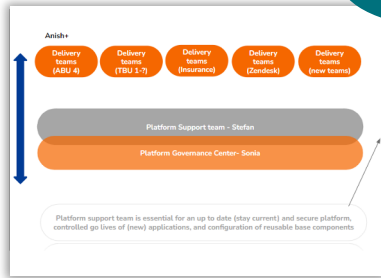
Leveraging Pega Ecosystem

What is Required.

It is essential to have the following in place

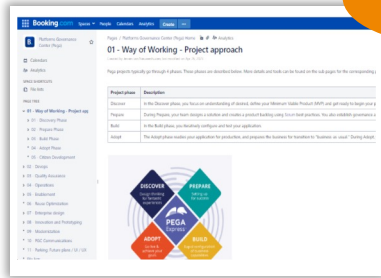


Platform Team Governance



Clear Responsibilities

Deliver Faster

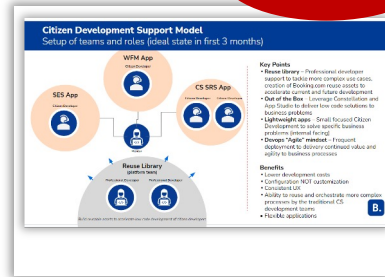


Efficient Agile Wow

	PURPOSE	Participants	Calendar	
1 PLATFORM QUALITY CONTROL & RESILABILITY	<ul style="list-style-type: none"> Technical alignment Monitor developments in the platform Development best practices and guidelines Monitor releases issues 	<ul style="list-style-type: none"> LEI of all boxes POC/SEA Platform (SA) Partner (SA) 	<ul style="list-style-type: none"> 1 hour Every week Led by POC/SEA 	
2 PRODUCT ALIGNMENT & RESILABILITY	<ul style="list-style-type: none"> Monitor product releases Share design best practices 	<ul style="list-style-type: none"> LEI of all teams POC/SEA Future (BA) Partner (BA) 	<ul style="list-style-type: none"> 1 hour Bi-weekly Led by POC/SEA 	
3 INCLUDE BUSINESS REVIEW (BR)	<ul style="list-style-type: none"> Product/ business alignment Monitor product releases/ functions in different business and product efforts Monitor risks Runbook approach, ANXIS, BA and Page 	<ul style="list-style-type: none"> POC Manager Delivery Product Managers Partner Support Manager 	<ul style="list-style-type: none"> 1 hour Bi-weekly Led by POC Manager 	
	Future tracks	Citizen Development, QA, UX, Source Communities of Practice		
		<ul style="list-style-type: none"> Product/ business alignment Monitor product releases/ functions in different business and product efforts Monitor risks Runbook approach, ANXIS, BA and Page 	<ul style="list-style-type: none"> POC/SEA Future (BA) Partner (BA) 	<ul style="list-style-type: none"> 1 hour Bi-weekly Led by POC/SEA
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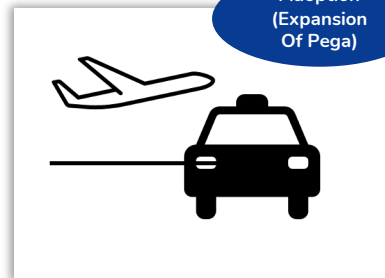
Effective Governance

Future State Capability

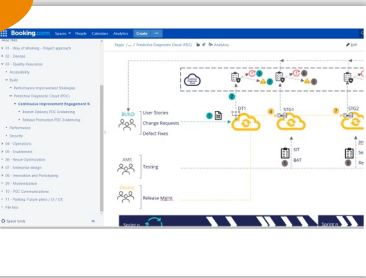


Standards to Reduce Time to Market

Adoption (Expansion Of Pega)



Staffing for All Project Phases



Central Place for Knowledge / Best Practices

We monitor and proactively manage **performance** together (maintain performance)



We design Pega journeys for a **cross-vertical customer experience**



We design our Pega applications to be **secure** and **scalable**



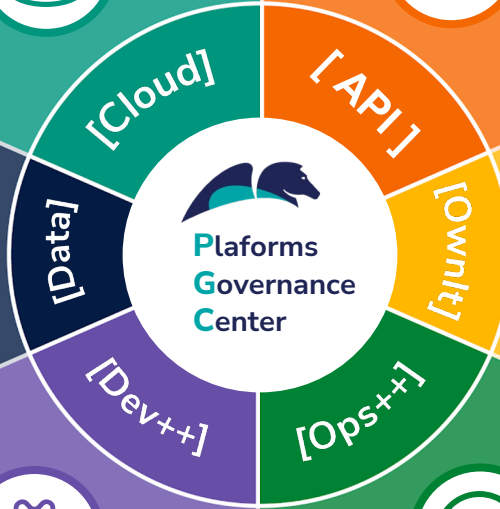
We proactively manage and monitor the **quality**, and only rollout high quality Pega apps



We deliver efficiently and put in the effort to build a **reusable architecture** for additional **speed of delivery & better TCO**



We commit to **optimize continuous improvement & delivery** across the Pega landscape & prioritize tasks to **minimize disruptions**



Customer Centricity Is Successful When We Improve In 3 Main Areas:

1



CSAT/PSAT

*How satisfied customers are
with the support touchpoints*

2



Repeat-Contacts

*How often do customers
(traveler & partner) need to
contact us again to get their
query solved*

3



Agent Productivity

*Relieving time spent on admin
tasks – allow agents to focus on
complex cases and customer
needs*

*Building the technical foundations, visibility and ease of working to support
this is vital in our ability to deliver*

Pega's Role in Driving Customer Centricity

Enabling our Strategic Priorities

1

Connecting multiple platforms across product / channel creating visibility and one agent resolution

2

More visibility brings greater customer insights – consistent experience across products

3

Differentiated customer support through case management - time, segment etc.

4

Automated recommendations for personalised issue resolution

5

Building for future AI integration i.e. booking changes via Gen AI assistant, IVR and language translation



CS Promise

Support **every**
customer with **any**
query, first time
around.

Thank You