



Why Your Customer Engagement Needs to Evolve

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Marketing & Decisioning Specialist EMEA, Pega

**BUILD
FOR
CHANGE®**



But customers have changed



And technology has changed

DVD/CD Burner, internet, Telephony,
Webcam and
more for an
incredible price!

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21.5" Multi-touch

Multimedia PC
• Home Office • School Work
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Look for Intel Inside!

Your PC is powered by Windows 7

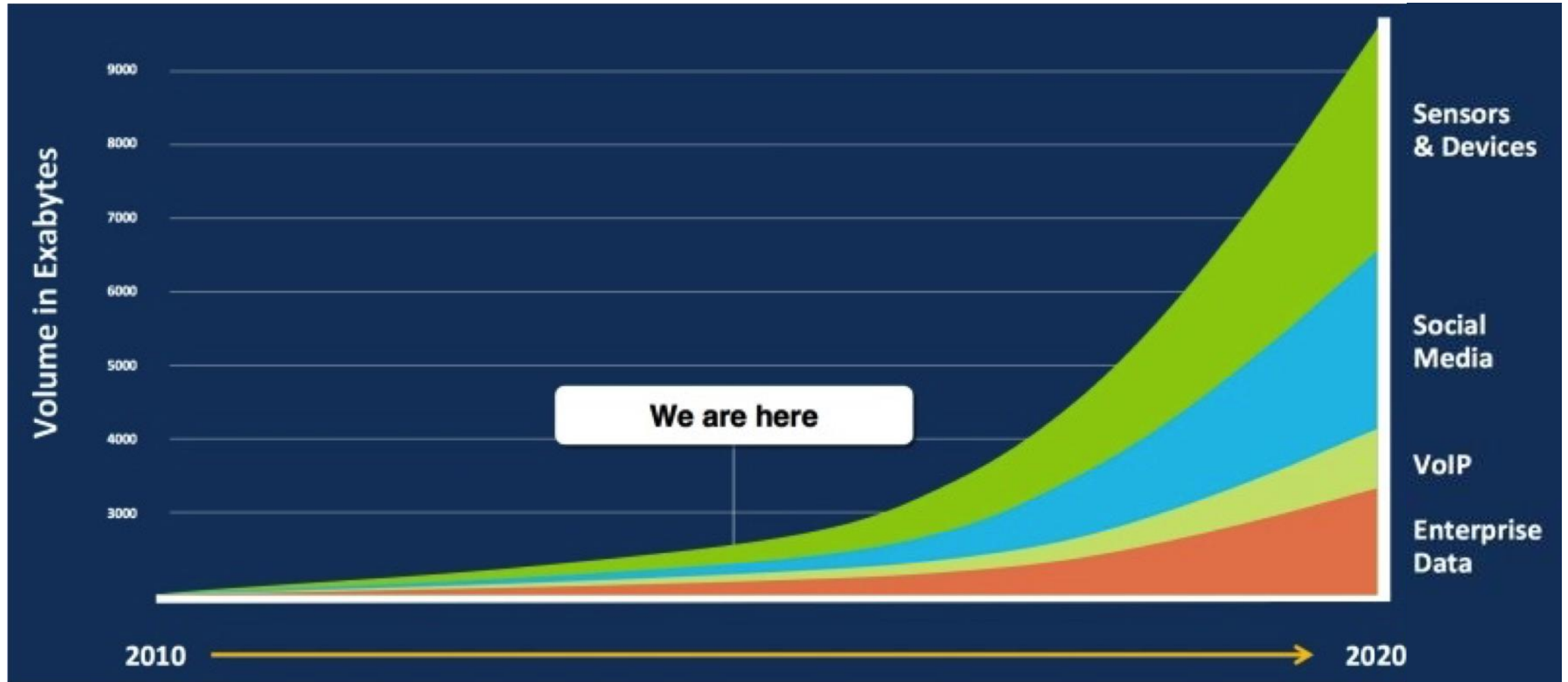
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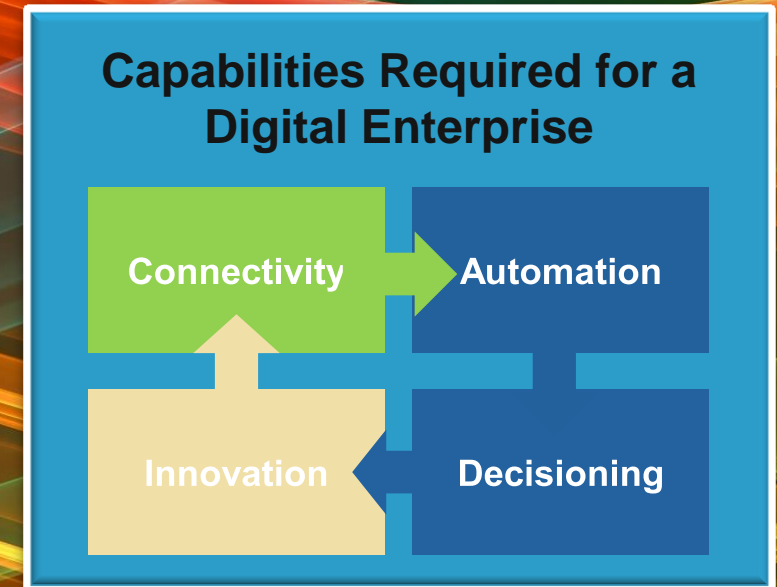


The amount of data is exploding



“77% satisfied customers use 3 or more touch points”
“56% of interactions are part of a multi-channel journey”

Vik Sahoni, McKinsey and Company, PegaWORLD 2014



Reality...



There are many tools in a complex world

CHANNEL/
LOCAL MARKET

PERSONALIZATION

ADS

TESTING &
OPTIMIZATION

DIGITAL ASSET
MANAGEMENT

EMAIL
MARKETING

VIDEO

SALES
ENABLEMENT

BIG DATA

SEARCH &
SOCIAL ADS

MARKETING

WEB & MOBILE
ANALYTICS

ATTRIBUTION

LOYALTY



SEO

APPS

GAMIFICATION

BUSINESS
INTELLIGENCE

RETAIL

MARKETING
AUTOMATION

DATA
WAREHOUSE

MARKETING RESOURCE
MANAGEMENT

DISPLAY
ADS

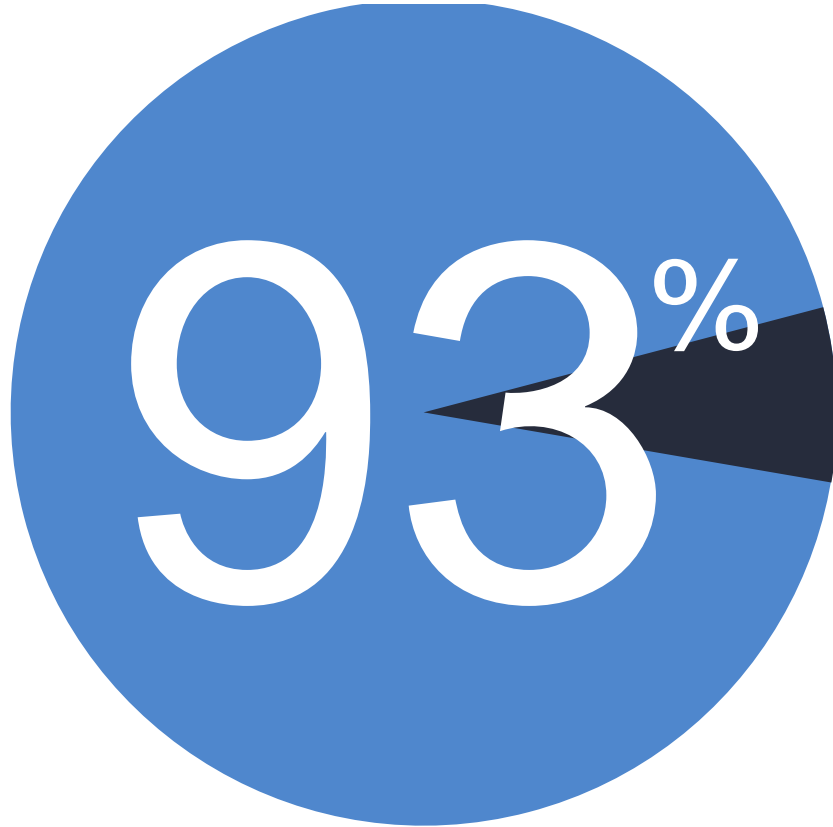
CRM

CALL **CENTERS**

CONTENT
MARKETING

CLOUD

But you already know that



of technology presentations today include some sort of staggering statistic about

MOBILE • SOCIAL • BIG DATA • THE CLOUD

Customers expect each interaction to be

Immediate

Simple

Relevant

Complexity makes this hard

Acquisitions

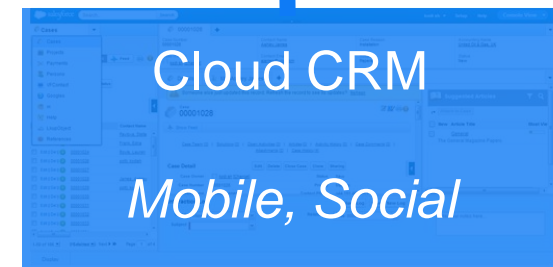
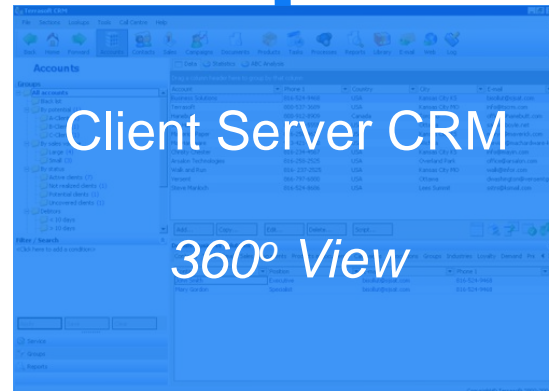
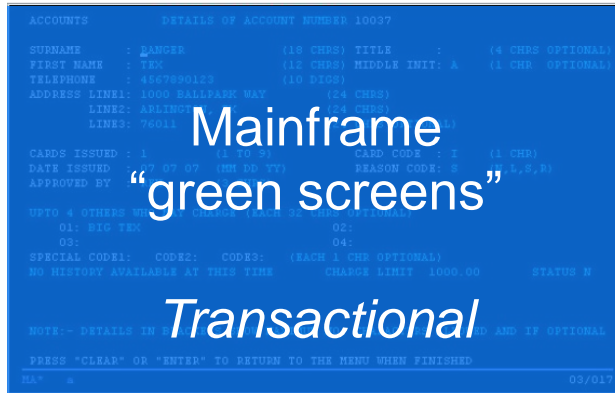
Regulation

Globalization

Product fracturing

Customer segmentation

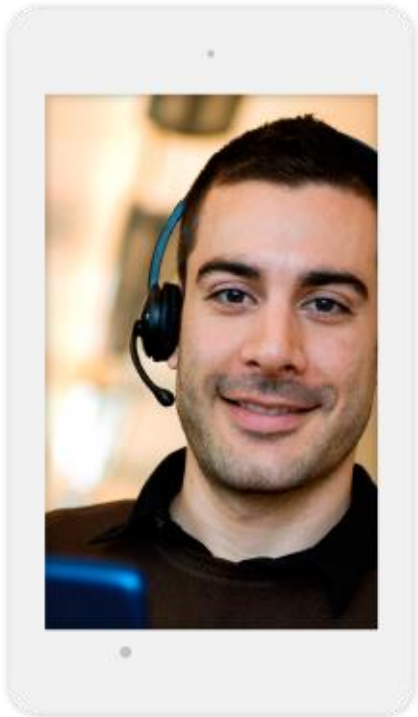
A History of Customer Records Management



Surface changes are not enough

“Agents must follow complex yet reproducible processes that cut across functional silos and require accessing data from both front- and back-office applications to answer customer requests”

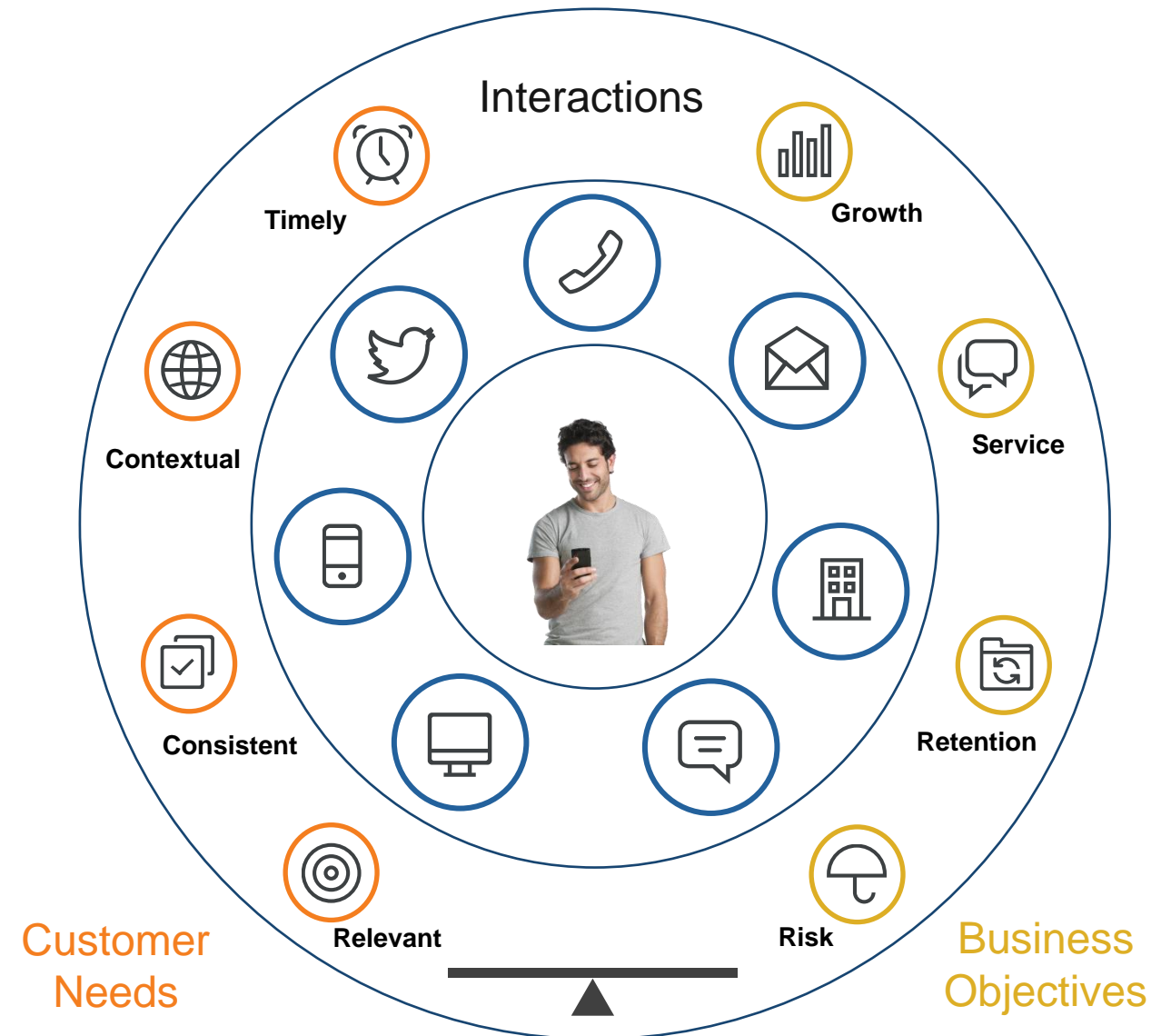
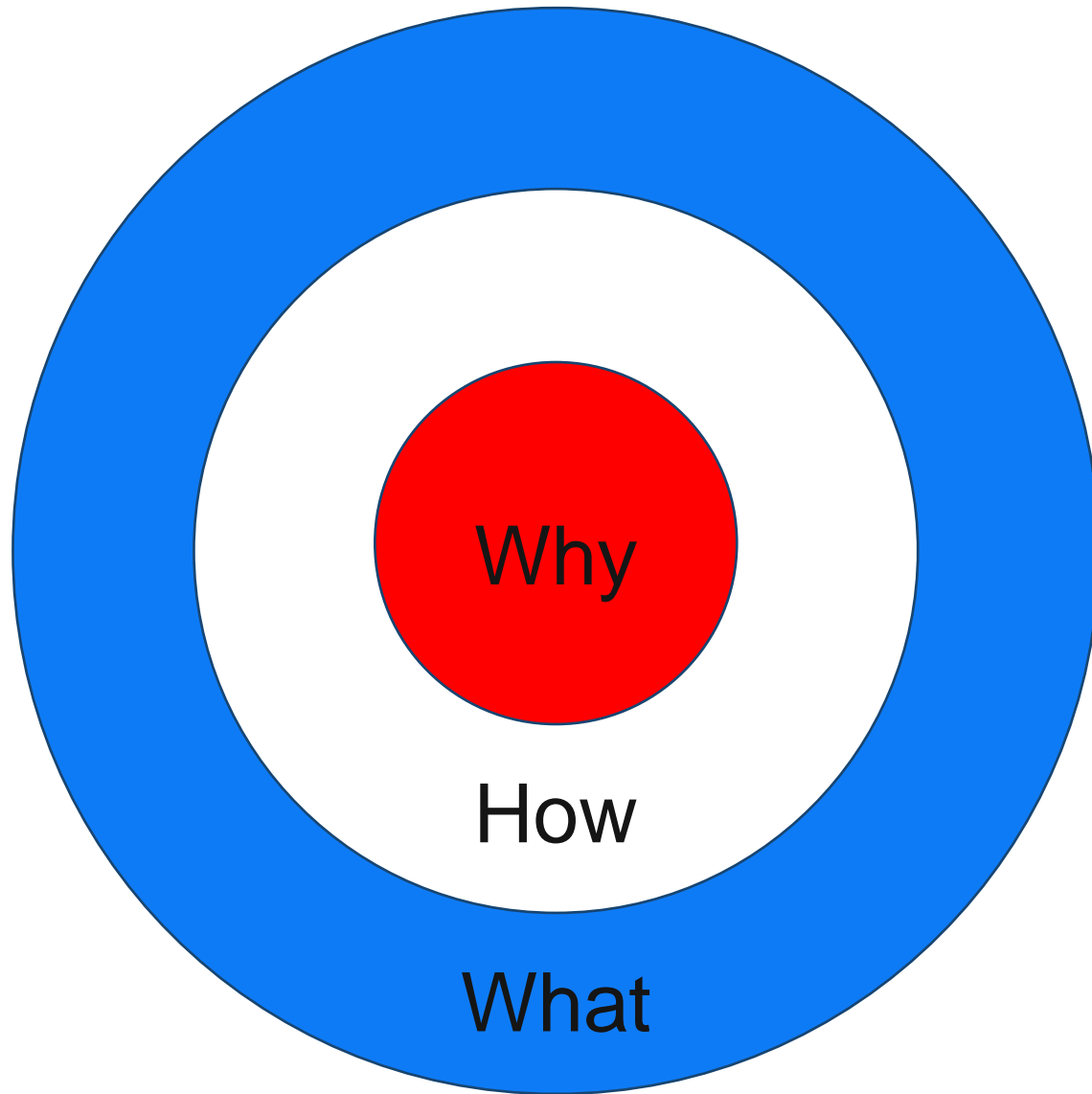
- Forrester Research

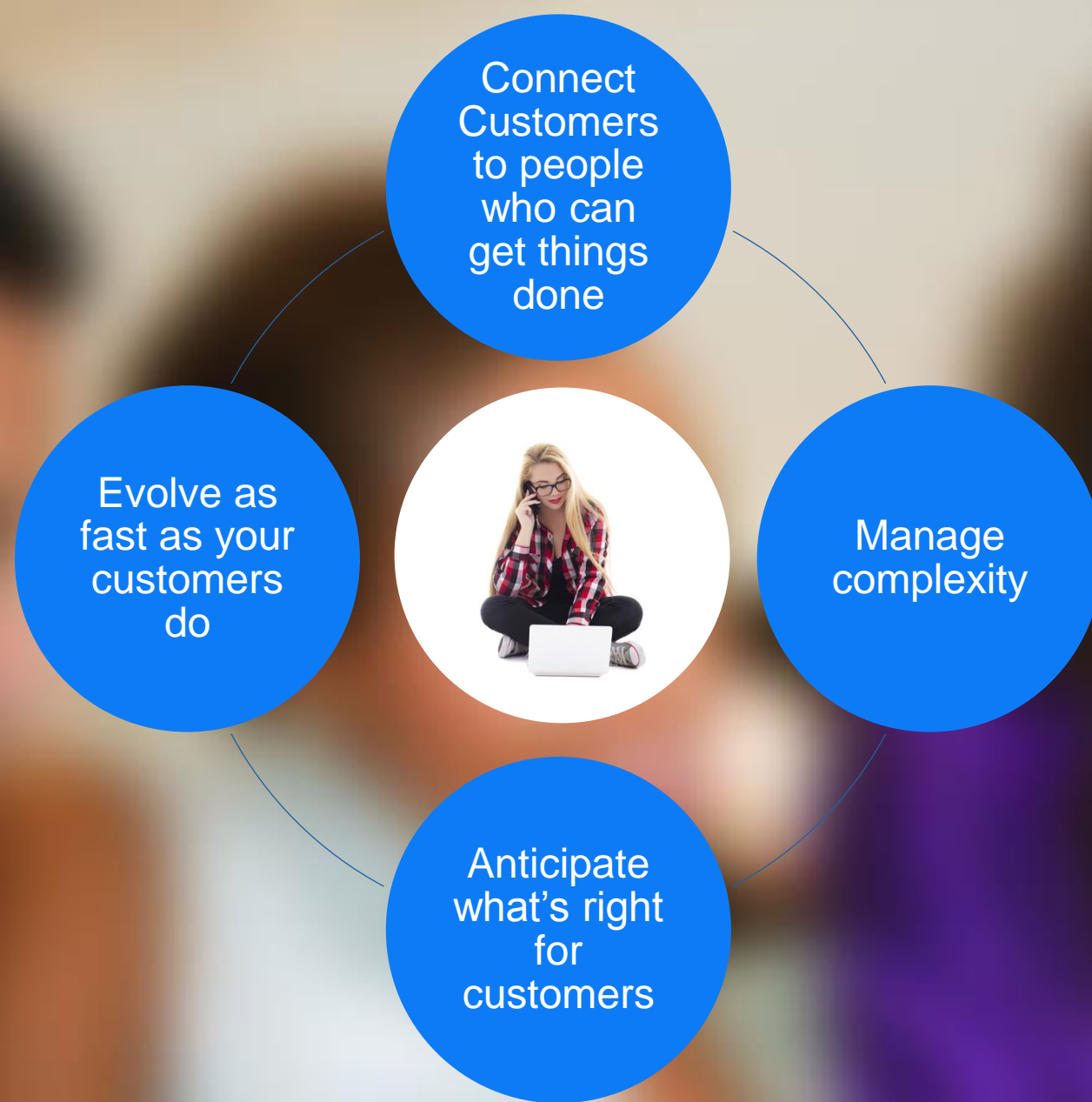


It's time for CRM Evolved



CRM Evolved





Connect
Customers
to people
who can
get things
done

Evolve as
fast as your
customers
do



Manage
complexity

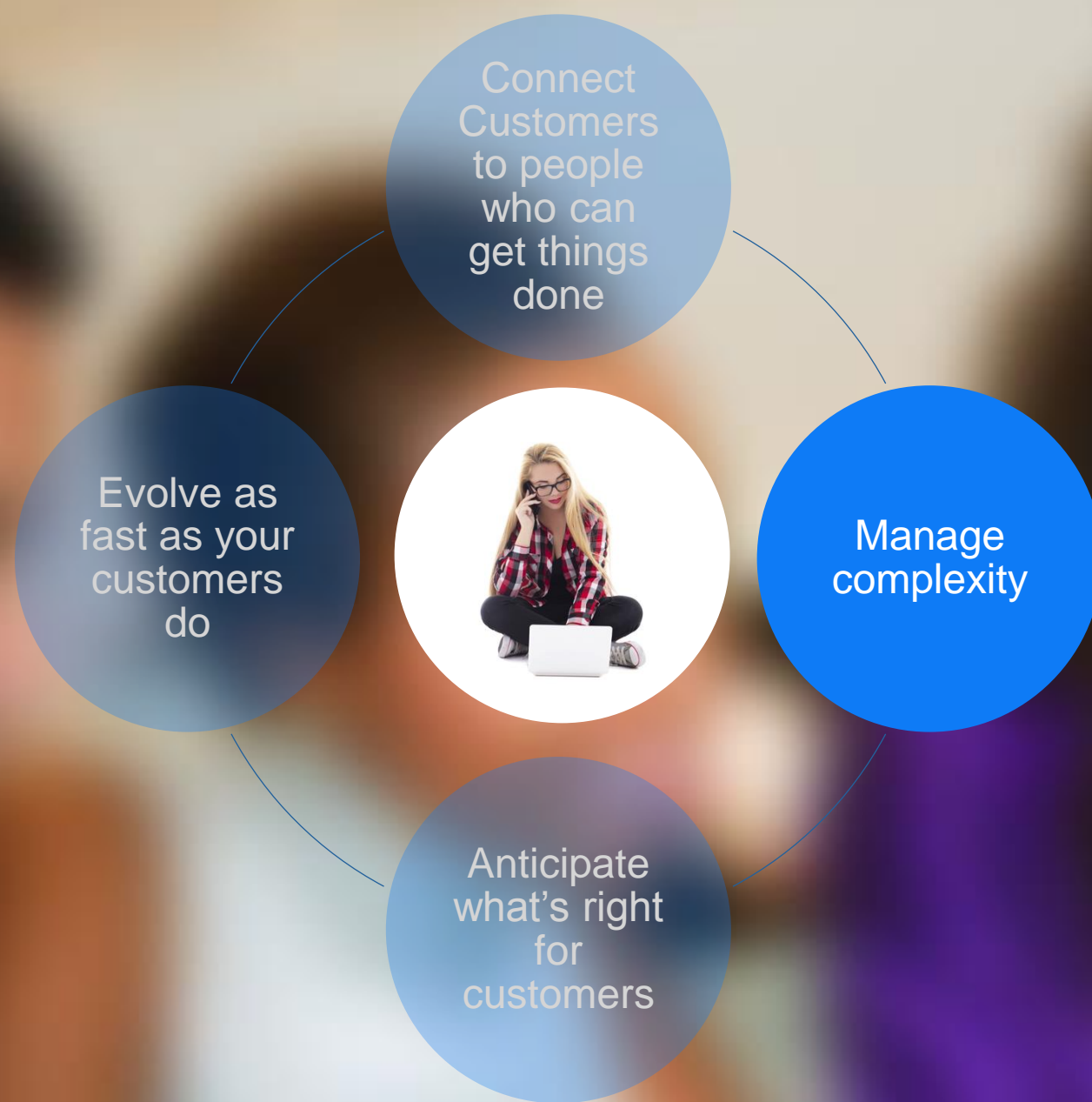
Anticipate
what's right
for
customers

Connect customers to people who can get things done



12k service advisors in 22 countries,
recognized by JD Power for

**the highest ranking
in customer
satisfaction 7 years
in a row**



Manage complexity



vodafone

51% reduction in fulfillment time through automation,

30% cost reduction through optimized interactions with customers



Anticipate what's right for customers



**Over 95% of customer
favourably view their
Personal Annual
Statement**



Evolve as fast as your customers do

ING 

A seamless multi-channel customer experience

**New Sales Channels and
300% improvement in Net
Promoter Score**







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