



PEGA CUSTOMER SERVICE FOR COMMUNICATIONS

Increase Customer Lifetime Value with Consistent and Continuous Customer Service In Any Channel

[A PEGA COMMUNICATIONS DATASHEET](#)

The #1 Customer Service Application for Communication Service Providers

Pega Customer Service for Communications offers a revolutionary approach to enhancing the quality and efficiency of your service delivery. The application guides CSRs and customers through every interaction, providing the right information and enriching it with rules and decisions, independent of channel or legacy systems. Each customer episode is managed as a single, end-to-end case, providing a 360° view at any point in time to both the customer and the CSP.

With Pega Customer Service for Communications you can:

- **Maximize Self-service**
Reduce customer effort by letting them serve themselves on the web, on a mobile device or even in a retail store. Micro-sites and mobile apps suggest the Next-Best-Action according to customer context, such as customer on boarding, upgrades, service changes and account settlement.
- **Optimize Live Interactions**
Simplify the CSR experience so employees can work faster with Pega's unparalleled ability to bring information from all interaction channels into a unified desktop application. Automate tasks or provide step-by-step guidance to complete each one, based on the context of the specific situation.
- **Flex and Adapt to Change**
Wrap your industry-strength infrastructure to simplify operations and free you to serve your customers in any channel. Make it easier and faster to translate changing business requirements, such as new products, channels, devices, policies, and procedures, into an always up-to-date customer service application.

CHALLENGE

In the digital world, CSPs must maintain profit margins by reducing costs to serve while improving customer experience. Traditional service solutions are data centric with no guidance on how best to treat a customer in a specific situation. The result is excessive manual work, inability to respond to change and inconsistent treatment across channels.

SOLUTION

Pega Customer Service for Communications maximizes self-service and guides users through every service interaction, automatically adapting service delivery to the channel or device. It enables rapid response to change without the need for any coding and hides the complexity of legacy applications. Customer service experiences are consistent across channels and are personalized according to CLV and context.

Maximize Self-Service

- Extend your customer service processes to customers through digital self-service. Personalized web self-service portals let customers satisfy their requests at any time and guide them through every step. If they switch channels, say to the contact center, the conversation continues where they left off, shortening handle time and improving customer and agent experience.
- Reduce the propensity to call by developing deliberate live care to self-service transitions e.g. through the use of targeted co-browse sessions to enable self-service.
- Contain calls within the IVR by intelligently routing customers based on real-time context and suggested Next-Best-Actions such as visiting the self-care portal, sending outbound account information and confirmations of upcoming service appointments.

Optimize Live Interactions

- Intelligent guidance anticipates what each customer needs, be it a change in service address, setting up automated payment or technical troubleshooting. During interactions, Pega's intelligent application suggests the Next-Best-Action to take, guiding users, step-by-step, through a personalized service experience.
- Pega lets customers start service interactions in one channel and complete them in another with no interruption of continuity or repetition.
- Knowledge management recommends relevant and timely information based on the current customer interaction. Pega manages the complete lifecycle of content from creation to publication.
- Balance agent workloads and optimize service case lifecycles with real-time visualization of case and agent performance.

Flex and Adapt to Change

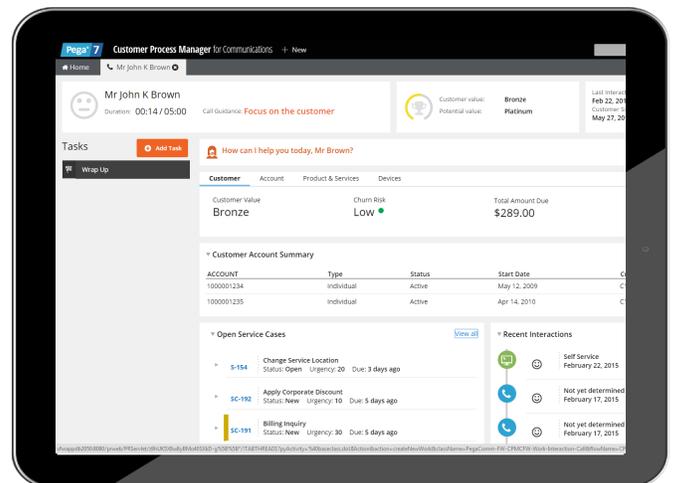
- Pega Customer Service leverages the Pega 7 Platform so that you can quickly deploy and make changes. You can rapidly translate your specific business needs into a complete customer service application that operates across multiple business lines, channels, products and customer segments. It comes integrated with other Pega applications such as Pega Fulfillment Control Center and Pega Marketing for Communications.

- Pega Customer Service runs on premises, in the cloud, or in a hybrid environment so that you can seamlessly and easily move from one environment to the other as your business needs evolve.
- Use big data analytics and predictive models to drive intelligent decisions and actions, balancing customer intentions and business objectives for personalized customer service journeys.

Reap the Benefits of a Complete Customer Service Application

Pega Customer Service provides all of the functions needed to deliver outstanding customer experiences and streamline every aspect of your service operations including:

- CTI Integration
- Co-Browsing
- Chat
- Web Self-Service
- Mobile Self-Service
- Social Engagement
- Email
- Mobile Field Service
- Knowledge Management
- Queuing and Routing
- Service Level Management
- Dashboards and Reports
- History, Tracking, and Audit Trails
- Role-Based Portals
- 360° Customer View
- Dialog Management
- Intelligent Guidance
- Interaction Goals
- Integrated Offer Management
- Customer Surveys
- Case Management
- Business Rules
- Business Process
- Predictive Analytics
- Legacy System Integration



Pega dynamically guides each service interaction, unifying the contact center desktop and automatically adapting service delivery to each channel and device.