

# Pega Client Lifecycle Management for Personal Banking

Transform the customer experience with intelligent and automated onboarding

A Pega Financial Services Datasheet

## Simplify complex onboarding and due diligence processes

Pega offers the only globally scalable, fully unified solution for Client Lifecycle Management (CLM), which allows you to onboard new customers, add new products or services for existing customers, orchestrate complex service requests, or off-board accounts. It easily scales to manage processes across all products, geographies and different customer segments or lines of business. By transforming your onboarding and servicing model Pega CLM joins the customer to the branch and the back office, and providing intelligent guidance, visibility and consistency to all parties involved.

Pega CLM allows complex financial institutions to deliver outstanding customer experiences while achieving new levels of profitability, productivity, and proactive responsiveness to market conditions. Pega's integrated CLM solution has been selected by the world's leading global banks to help them revolutionize onboarding, providing multichannel support, transparency and consistency across geographies, whilst reducing cost, abandonment rates and time to revenue.

- **Gain and retain more customers**  
Eliminate the need for service calls and reduce the likelihood of abandonment by allowing customers real time visibility into their application status and the ability to move between channels seamlessly.
- **Cut through the complexity**  
Connect your front and back office teams and systems to easily manage complex dependencies and provide visibility throughout the customer lifecycle.
- **Accelerate time to revenue**  
Maximize efficiency by eliminating duplicate data requirements and managing processes in parallel—KYC, due diligence, credit, tax, legal, through to fulfillment.
- **Rapidly respond to change and ensure compliance**  
Enforce rules and regulations by automatically applying KYC requirements based on customer type, geography, product, and risk with a global Master View, ensuring re-use.

### Challenge

Poor customer service, lack of a 360 degree customer view, high application abandonment rates, fragmented and costly manual processes, layers of ever-changing regulation and a lack of standardization and transparency lead to dissatisfied customers, high operational costs, and non-compliance.

### Solution

Pega CLM delivers a unified, multi-channel application for managing customer journeys, from onboarding to offboarding. Pega CLM makes it easy to break down the barriers that prevent 'people' from becoming 'customers'. Barriers such as complicated and inconvenient application processes, limited and outdated channels, onerous and repetitive data gathering and poor visibility into progress and status.

## Enhance the customer experience

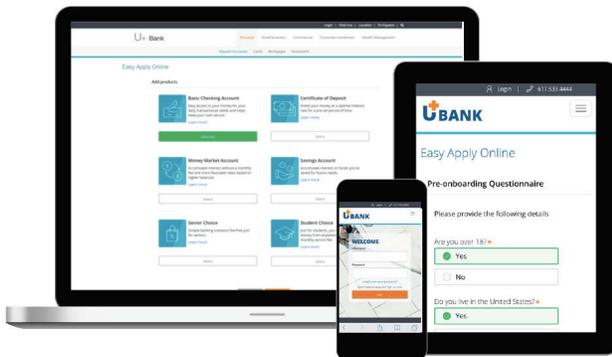
- Omni-channel user experience seamlessly transitions across any channel and device, including phone, mobile, Web, email, chat, and co-browse.
- End-to-end lifecycle management controls all tasks for comprehensive visibility, tracking, and status reporting.
- Dynamic rules automatically determine product eligibility and recommendations based on the customer's profile.
- Predictive analytics and adaptive decision management anticipate needs and recommend the Next-Best-Action or relevant cross-sell/up-sell offers to customers in real time.

## Accelerate onboarding and time to revenue

- Reduce onboarding time by up to 70% with a fully unified solution.
- Orchestrate multi-jurisdiction, onboarding within a single request.
- Streamline straight-through processing with out-of-the-box integrations to electronicID's biometric identity verification and Equifax's eKYC services.

## Streamline KYC and ensure re-use

- The dynamic rules engine uses driver data to enforce due diligence requirements, applying "what's required, when required".
- Maintain a global master view of customers across all lines of business and geographies for reuse of due diligence and a full view of customer risk.



## Maximize operational efficiency with global scale

- Orchestrate intelligent creation and allocation of activity to multiple participants in sequence or in parallel
- Automated SLAs and escalation prioritize and route due tasks, ensuring timely and accurate completion across multiple users
- Ensure re-use of documents, data, and completed due diligence
- Implement across all geographies, lines of business, and products with the ability to extend as your business changes.

## Reduce time to implement the solution

- Proven risk-based methodology for global implementations ensures fast return on investment through parallel streams, iterative short cycles, and directly capturing objectives.
- Leverage out-of-the-box integrations to electronicID, Equifax, World-Check, etc.

## Rapidly adapt to changing markets and regulations

- A global team of lawyers, ex-regulators and policy makers provide quarterly updates to all out-of-the-box regulatory rulesets.
- Quickly and easily manage your firm's unique risks and apply regulatory rule updates with the Rule Management Portal.
- Standards-based integration with legacy systems enables quick, seamless data access and use in real time.
- Familiar office tools make it easy for business staff to make updates without writing any code.