



# PEGA DECISION STRATEGY MANAGER

Dramatically Improve Decision Strategies and Optimize Customer Engagement

A PEGA DATASHEET

## Consistently and Continuously Optimize the Customer Experience

With Pega Decision Strategy Manager (DSM), you don't need to be an expert in programming or math to design and execute sophisticated decision strategies that engage your customers throughout the customer journey. Using highly visual tools, business users can graphically create, simulate, deploy, measure and optimize real-time decisioning strategies and business rules without the need for any coding or advanced science degrees.

Pega's predictive analytics leverage real-time and historic big data to calculate likely customer behavior, which can be easily embedded into action strategies, enriching decisions and improving outcomes. Real-time decisioning automatically executes the Next-Best-Action that aligns with the customer, specific interaction and company objectives. With Pega DSM, you can consistently provide customer-centric, high-value engagements that improve every customer experience, enable more effective retention and achieve higher offer response rates.

- **Eliminate the need for programming or IT assistance**  
Rapidly configure and sequence Next-Best-Action strategies; import and employ predictive models; and deploy and execute strategies using Pega's business-friendly tools. Easily integrate actions and propositions into rules-driven processes and instantly deploy them with the click of a button.
- **Instantly adapt to market opportunities or threats**  
Respond immediately to changing market conditions, customer expectations or operational needs with the ability to modify actions and propositions in real time.
- **Enable highly relevant customer conversations**  
Increase the relevancy and personalization of every customer engagement by automatically streaming big data into strategies that monitor customer behavior patterns and proactively trigger alerts when certain behaviors are detected.

### CHALLENGE

Enterprises need to deliver actions that improve customer engagement and lead to better loyalty. But when decisioning systems require technical resources and involve long delays, improvement is hard to come by. Businesses need a quick way to create timely and relevant actions that can be integrated into every customer-facing process.

### SOLUTION

Pega Decision Strategy Manager (DSM) is a new way to implement decision strategies. Unlike other tools that require IT expertise, DSM provides a business-friendly interface that makes defining even the most complex strategies simple. With Pega DSM, complex decisions are defined with dynamic rules and models, and strategies are run automatically to deliver the Next-Best-Action that align with customer's expectations.

## Rapidly Develop and Control Decision Rules, Models and Strategies

- The visual interface makes it easy for business users to quickly define sophisticated customer strategies that leverage predictive and adaptive analytics to create and maintain accurate behavioral models in real time.
- Business-friendly flows simplify definition of information to be collected, when the Next-Best-Action will be determined, and what information and responses should be used to adjust a proposition during the course of a customer interaction.
- Filtering ensures that propositions are not repeated, and prioritizes and automates selection of the best recommendations and actions.

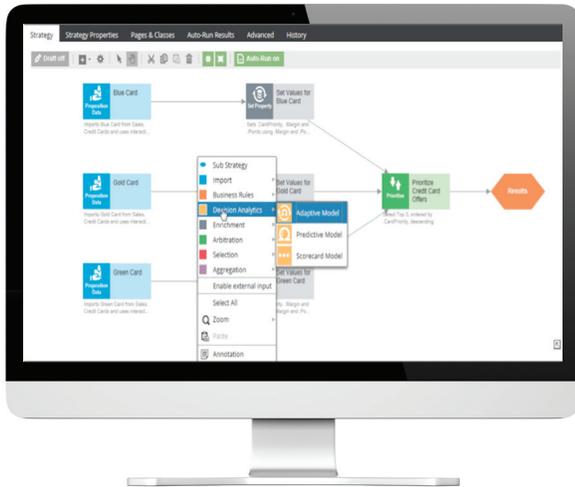
## Drive Automated Processes across Every Channel to Fulfillment

- Automated strategies fulfill customer promises from end to end, across all digital and physical channels, including kiosks, social media and mobile devices.
- Intelligent guidance and automated decisioning can begin in one channel and seamlessly transition to another for every type of interaction, including sales, marketing, service and back-office case management.

## Continuously Optimize the Customer Experience

- Pega Visual Business Director lets you simulate and test the potential impact of strategies to ensure the expected results before putting strategies into production.
- Management dashboards precisely monitor actual strategy effectiveness in real time, facilitating immediate response to optimize actions and propositions.

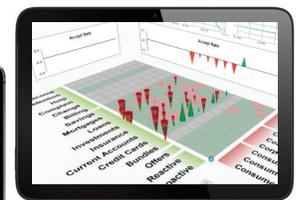
### Strategize



### Engage



### Adapt



Simplicity, empowerment and visibility. Pega DSM empowers business users to create, simulate, deploy, measure and optimize their decision strategies to dramatically improve engagement with customers.