

PEGA CUSTOMER SERVICE

PREDICT AND MANAGE THE COMPLEXITIES OF TODAY'S CUSTOMER JOURNEYS ON A GLOBAL SCALE

A PEGA CUSTOMER SERVICE DATASHEET

Deliver Satisfying and Accurate Service Across the Customer Journey

Pega Customer Service is an enterprise customer service application that is part of Pega's CRM Evolved suite. It consists of a contact center desktop, case management for customer service, chat, knowledge management, mobile field service, omni-channel self-service, and industry-specific processes and data models. Pega has further committed to omnichannel capabilities with enhancements in mobile, social and chat as well as the ability to co-browse between customers and customer service reps (CSRs). As the highest rated customer service application¹, Pega Customer Service empowers large organizations to:

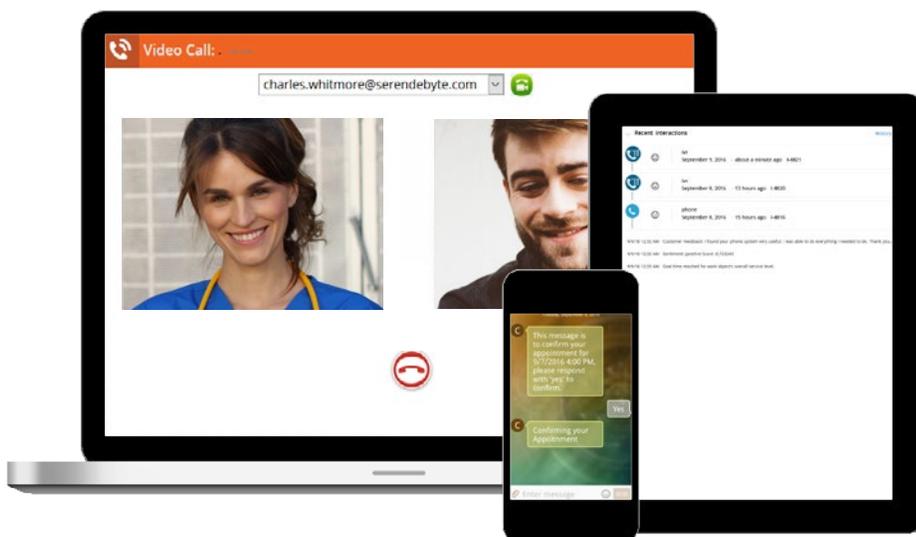
- **Increase Customer Satisfaction**
Reduce customer effort by meeting the expectations of customers in a single, consistent conversation across the entire customer journey.
- **Make Employees More Productive**
Bring information from all interaction channels into a unified desktop application so employees can work faster. Automate outstanding tasks or assign them to employees while providing step-by-step guidance.
- **Rapidly Deploy and Continuously Adapt**
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.



ENABLED BY CISCO SPARK AND TROPO

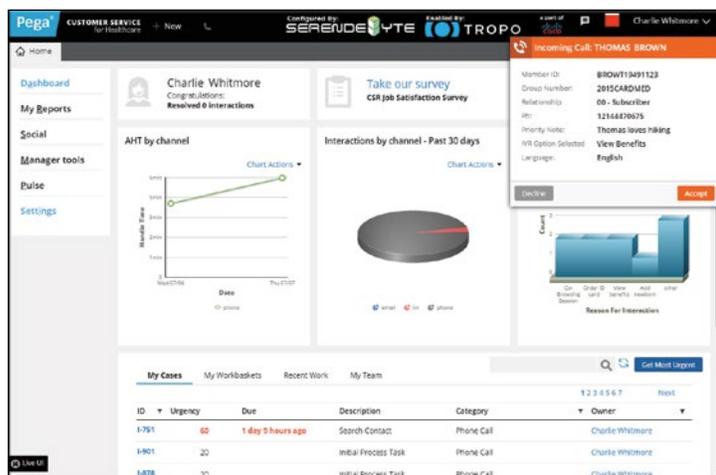
The Pegasystems Customer Service application enabled by Cisco's Cloud Collaboration Platform can revolutionize how complex customer service needs can be met with minimal effort. An organization can leverage cloud based communication tools that are available more quickly, and with much less complexity. By its nature Cisco Spark and Tropro allow for very modular use. An organization can choose to leverage key functionalities of Cisco Spark and Tropro without having to completely replace their existing communication systems.

With Cisco Spark and Tropro, communication starts and stops right when you need it to, does and says what you tell it to, and lives in the places your users and customers already are.



Pega's application provides a single, unified, familiar interface for CSRs, for your existing contact center ecosystem. It anticipates customer needs, and automates or intelligently guides each step of customer interactions, across any channel, to rapidly and continuously evolve your customer service experience.

- Anticipate what's right for customers**
 During interactions, Pega suggests the next-best-action to take, intelligently guiding users step-by-step through a personalized service experience. To anticipate what each customer needs, Pega uses a combination of business rules, the interaction's context, predictive analytics, and self-learning adaptive models, leveraging both small and big data.
- Connect customers to the right people and systems**
 With Pega, your customer conversations seamlessly transition across communication channels and devices without losing context — channels such as chat, social, co-browse, mobile, and self-service. Pega's Business Process Management links front and back systems with people to keep your promise to customers.
- Manage complexity**
 Pega's case management tracks related information, automates and assigns outstanding tasks, and connects front-and back-office activity. Pega's architecture delivers a seamless experience for sophisticated operations that cross multiple geographies, products, customer segments, and channels.
- Evolve as fast as your customers do**
 The Pega platform lets you change your application faster. It integrates with your existing technology ecosystem. Your business and IT team can collaborate to turn business requirements into working systems – on premise or in the cloud.



The Pegasystems Customer Service application enabled by Cisco Spark and Tropeo was developed by Serendebyte, a Pegasystems Registered Business Partner, to demonstrate how Pega's industry leading Customer Service application combined with Cisco's powerful cloud collaboration platform can revolutionize how complex customer service needs can be met with minimal effort.



By leveraging Cisco Spark and Tropeo, an organization can leverage cloud based communication tools that are available more quickly, and with significantly less complexity than similar on premise solutions.

- Video Calls** using Cisco Spark allow the customer service representative and the customer to have a more personal and meaningful interaction, and can be leveraged to allow a CSR to more effectively assist a customer by giving them the ability to see what the customer is seeing.
- Dynamic IVR** allows customers to be presented with options specific to their needs, and by leveraging scripting components of Pega's Customer Service Application, business users with minimal training are able to modify the script used by the IVR as often as needed without IT involvement.
- Inbound and Outbound SMS Text** integration allows a customer service organization the ability to communicate with their customers in a way that many prefer. This functionality can include simple notifications and confirmations or even entire interactions using Natural Language Processing (NLP)
- Text enabled land line phone numbers** allow an organization to use existing numbers, including toll free numbers for SMS texting, this allows for a single point of contact for customers using their preferred channel.
- Click to Call functionality** allows a customer to click a link on a website, an email or from within a text message to initiate a call with a customer service representative. The context or reason for the call will be provided to the representative to limit the need to ask redundant questions. This can be paired with Pega's cutting edge co-browse technology or with a web self-service portal to create a more unified interaction with a customer.
- Screen Pop for voice and video calls** on the Customer Service portal will show the customer service representative key information about the customer to ensure that important information can be conveyed and the best possible experience can be provided.
- Voice to Text Capabilities** allow an IVR to capture key information from a customer in their own words and leveraging tools like Sentiment Analysis and Natural Language Processing (NLP) information captured can be acted on in many ways including rating an interaction with the IVR or a customer service rep, or reducing the need for complex IVR menus by identifying the reason for a customer's call and taking them directly to the appropriate self service option.
- Business and IT** can be given access to key Tropeo configuration components to allow users of various roles to easily configure important components of the Tropeo system including language for voice recognition, gender and accent of IVR voice and many other features.