

Pega Next-Best-Action Advisor

Empower agents with real-time next-best-action recommendations

Pega Next-Best-Action Advisor delivers contextually relevant next-best-action recommendations while agents are interacting with customers over the phone, in the store or branch, or via chat.

Leveraging the full power of Pega's AI, agents are guided through every interaction, seamlessly pivoting between selling (including dynamic bundling), serving, and retaining in real-time based on the customer's unique situation.

With this approach you'll quickly improve customer retention, drive increases in incremental revenue, and dramatically improve resource efficiency by:

Consolidating all of your systems, data, and analytics into a unified experience

- With Pega Next-Best-Action Advisor agents have access to everything they need in one place including the customer's complete profile, past conversations, current product holdings, and more...

Guiding agents with next-best-action recommendations

- Pega Next-Best-Action Advisor turns every agent into your best agent, empowering them with the personalized next-best-action recommendations they need to engage every customer with empathy.

Responding to Customer Feedback in Real-Time

- Backed by Pega's always-on AI, Pega Next-Best-Action Advisor updates itself in real-time, based on every customer response. It then uses that feedback to recommend the next, next best action – ensuring that the conversation is always relevant, and the customer's needs are met.

Challenge

A streamlined and connected agent experience is tablestakes in today's market – but many organizations still struggle to deliver on that promise. Enterprises believe that creating a customer 360 is the key to solving their problems, but in when opportunities to save customers (or expand relationships) close quicker than ever you need a system of insight, not a system of information.

Solution

Pega Next-Best-Action Advisor allows organization to extend the power of next-best-action to agent facing channels. By consolidating all of the required systems, data, and analytics into one location, Pega provides agents with everything they need to empathically engage each customer based on their unique context.

Pivot between selling, serving, and retaining in real time

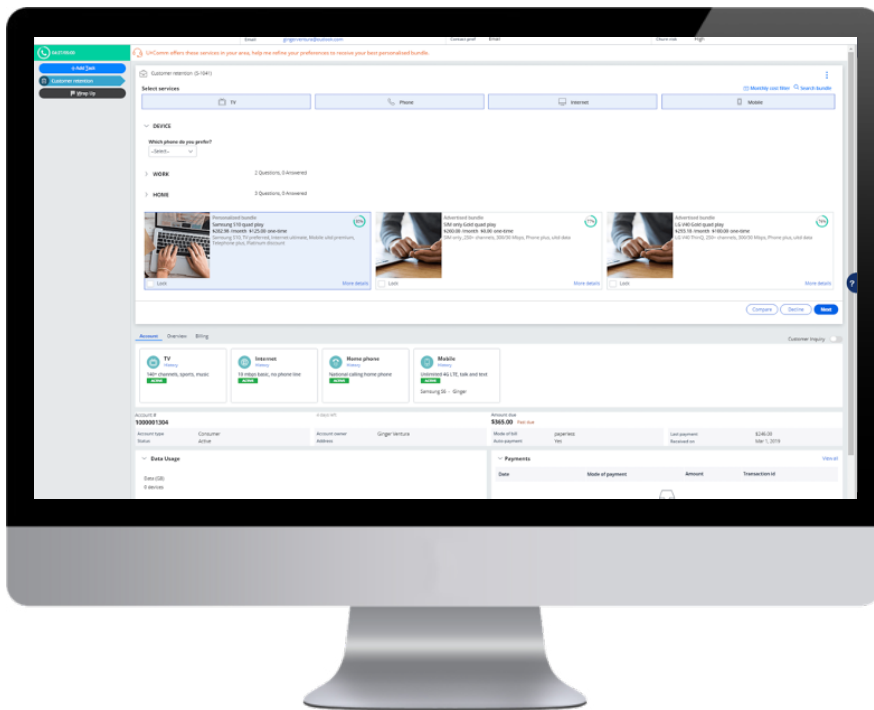
- Customers don't care that you have different systems for selling and service. They want what they want, and they want it now. With Pega Next-Best-Action Advisor you're covered. You design all of your strategies once, centrally, and then allow the AI to decide which is best for each customer, in each situation.

Create and compare personalized bundles for every customer

- Next-Best-Action Advisor's Bundle Negotiator lets agents create personalized bundles for each customer on the fly – guiding them through a series of discovery questions, then using AI & customized budgeting tools to build the perfect package for each individual.

Deploy on your terms

- If you're looking to replace your call center desktop, great! Pega Next-Best-Action Advisor can be deployed natively as part of Pega Customer Service. But if you're not looking to rip and replace don't worry, Pega Next-Best-Action Advisor can also be deployed as a stand-alone application or embedded directly into an existing third-party system.



Pega Next-Best-Action Advisor empowers agents with real-time intelligence