



## Enabling a Multichannel Customer Experience through Pega's Decision Management capabilities

### Business Situation

Many businesses use a range of business intelligence and analytics systems as well as multiple sources of customer information across the organization. This indicates the absence of a single tool which can combine a 360 degree view of the customer with sophisticated analytics in order to provide consistent system generated decisions and actions across all channels and LOBs.

### Key Industry Trends

Businesses have been focusing on providing the customers with exceptional sales and customer services. This leads to increased customer satisfaction which in turn drives increased sales of products and services. Companies are trying to achieve higher Net Promoter Score (a recommendation score) through personalized sales/marketing offers delivered via the agent or self service, online and any channel of choice.

### Business Challenges

- Moving away from silo applications and manual decision making to a complete automated solution across multiple channels and platforms
- Gathering relevant and necessary information of customers
- Enabling new avenues of retention and improving customer loyalty
- Personalized as well as consistent messaging
- Tracking customer's journey and improving customer experience
- Keeping track of business goals
- Driving feedback back into business and marketing teams

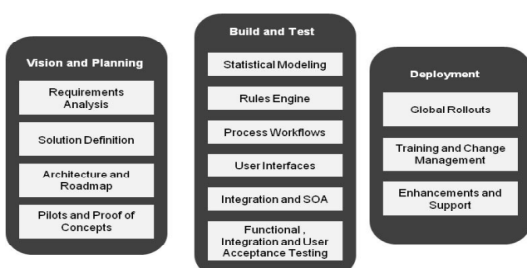
### Solution overview

When compared to traditional CRM applications, Tech Mahindra Decision Management based application is differentiated by its unique approach and availability on multiple channels. The platform is an Intelligent BPM system that transforms the operations and processes of the business around the needs of individual customers, delivering high value and memorable experiences.

The solution analyses a customer's transaction history and profile characteristics in real time and uses this information to empower the next best action/offer application. This ensures the product and service recommendations of the solution have the highest probability of acceptance. Additionally this solution can be made available on multiple channels, thus ensuring a seamless customer journey across different platforms.

## How we can help derive strategic value by utilizing Decision Management based applications

*Jumpstarting your decision management implementation*



## Solution Components

This solution is a PEGA Decision Management based application that bundles

- Intelligent Routing to enterprise applications
- Multichannel integration for uniform treatment and experience
- Adaptive Feedback Loop
- Integration into the target architecture through an efficient use of the SOA methodology
- Seamless integration seamlessly with the online and call center experience

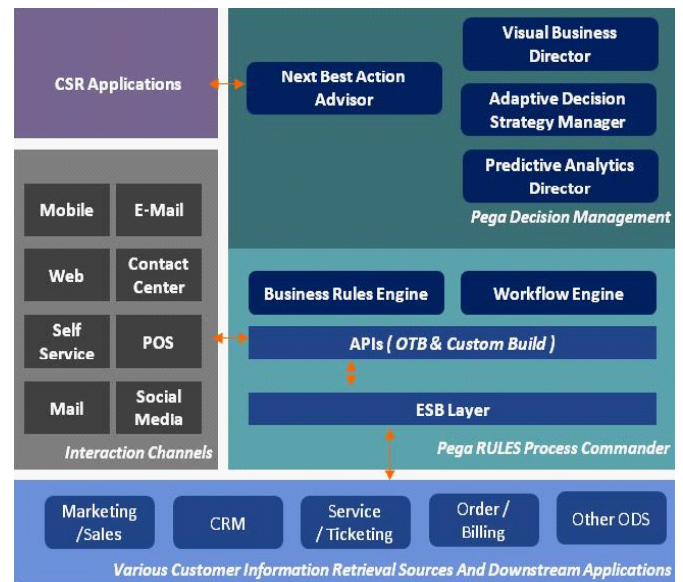
## Solution Benefits

- Optimization of interaction time - Yields greater satisfaction, better use of time and greater profits
- Natural conversations - More conducive to having customers agree to a proposition
- Effective monitoring - Automatically capture every decision and audit the basis on which it was made
- Consistency Across Channels - Decision hub executes a holistic strategy for each customer that recommends what the next best action will be
- Collision avoidance - The customer will be considered for a specific proposition during all real-time interactions and inbound communications
- Cost alignment - Helps choose where to spend scarce resources. NBA strategies and their underlying predictive models enable businesses to be discerning in the use of resources

## Success Story

The Pega Decision Management based solution we implemented for a leading telecom company's Multi-channel Customer Experience program is a testimony of our service capabilities in a very complex online environment. We provided an integrated and agile web channel platform for an optimized and seamless online journey. This in turn could lead to better customer engagement.

## Solution Framework



## Industry Scenarios

How we help derive strategic value by utilizing Decision Management based applications

Cross-Sell / Up-Sell	Campaign Management	Customer Service
Customer Acquisition	Budgeting and Forecasting	Attrition/Churn /Retention
Fraud Detection	Promotions	Pricing
Demand Planning	Quality Improvement	Supply Chain

## About Tech Mahindra

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology services and solutions, enabling Enterprises, Associates and the Society to Rise™. We are a USD 2.7 billion company with 84,000 professionals across 49 countries, helping 540 global customers including Fortune 500 companies. Our Consulting, Enterprise and Telecom solutions, platforms and reusable assets connect across a number of technologies to derive tangible business value.

We are part of the USD 16.2 billion Mahindra Group that employs more than 155,000 people in over 100 countries. The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership.

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