

Optimize Revenue Streams with Real-Time Customer Insights using Pega for a US Telco Firm

Key Challenges



- **Fragmented Data:** Disparate customer touchpoints made it difficult to understand visitor behavior
- **Limited Personalization:** Generic offers failed to resonate with anonymous website visitors
- **Manual Prioritization:** Prioritizing offers based on interactions was time-consuming and inefficient

Business Solution



- **Unify Customer Data:** Capture and analyze all anonymous visitor interactions
- **AI-Powered Prioritization:** Prioritize top customer interactions using AI-powered scoring
- **Seamless Offer Matching:** Match prioritized interactions with the most relevant offers

Business Impact



40% increase in relevant offers

Revenue Lift and conversion growth

Enhanced user experience



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