

Transforming Customer Experience with Pega's Omni-Channel Integration and Automation for US Telco Firm

Key Challenges



- Disconnected data systems hampered a complete understanding of customer behaviour, hindering personalized experiences and targeted marketing
- A complex process across channels discouraged customers from utilizing valuable offers, leading to missed opportunities for both parties

Business Solution



- > Incedo's Pega enabled platform created a seamless journey for customers, allowing them to effortlessly switch between channels without disruption
- > Simplified offer redemption with clear instructions, intuitive navigation, and easy access across all channels
- > Reduced customer service workload by automating the analysis of past interactions, increasing the focus on complex issues

Business Impact



43%

customer experience boost

27%

improved user experience

7%

reduction in agent time



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