



Intelligent customer-service automation

Capgemini delivers an AI-enhanced solution for a leading media client

Technology and services

- Pega BPM
- Pega Marketing
- Custom next-best-offer algorithm
- Integrated voice-response channel

Business need

- Enhance customer value by maintaining customer-retention rates and minimizing the need to offer steep discounts
- Maximize monthly expected revenue (MER) by enhancing customer-offer accuracy and reducing churn
- Drive efficiencies in call center and customer service through automation
- Resolve understaffing issues due to societal disruption

Solution

- Delivery of a next-best-offer algorithm that analyzes customer data and selects the most relevant offer for each customer
- Re-invention of the client's call-center experience, automating actions based on customer-data context
- Unification of disparate front- and back-end customer service systems that leverage adaptive models to provide call-center agents with the subscription offers that, according to modeling data, customers are most likely to accept

- Expansion of Integrated Voice Response (IVR) Channel with Pega Marketing to multiple customer segments, allowing customers to receive their model-determined retention offers without requiring a live agent

Results

- The next-best-offer algorithm has enhanced customer value while reducing churn rates.
- More customers than ever receive and accept retention offers while on the phone, diverting calls from needed to be handled by phone agents.
- Call-center representatives are seeing fewer calls as the automated system deflects inefficient tasks and has them only focusing on critical customer issues, thus enhancing satisfaction and increasing loyalty.
- More than 51,000 customers have been offered an algorithm-approved offer, of which 16,000 have accepted.
- More than 2,000 customers accept offers through the IVR every day, and call-center agents can focus on only extremely high-priority issues.

