Capgemini

The **perfect customer** offer at the **perfect time**

Data modelling engine delivers a hyper-personalized customer experience to drive growth

Industry: Telecommunications and entertainment
Location: North America

Technology and services
- Pega Center of Excellence
- Pega Platform (BPM)
- Pega Customer Decision Hub
- Pega Managed Services

Business need
- Introduction of digital channels into entertainment offerings to gather better data to make the right offers to the right customer at the right time
- Address clustered demographic data or pieces of customer information that were hampering pricing decisions
- Creation of personalized offers in real-time for a better customer experience
- Overcome technical and organization challenges to develop a pricing engine that drew on customer data across all channels

Solution
- Capgemini Digital Experience North American practice developed a new tool to centralize customer data to provide better information in real-time
- Leveraging Pega technology, a proprietary decision engine was developed to deliver hyper-personalized pricing and offers
- Real-time, AI-enabled data-modelling algorithms delivered dynamic, profitable offers in real-time so agents could deliver pricing while still on the phone. The model pulls dozens of relevant data points to create offers tailored to the needs, wants, and attributes of every individual customer.
- Solution has multiple touch points in the business, including CRM, products, pricing, and ERP

Results
- Company delivered attractive and sustainable offers to customers
- Experienced $20 million return on investment in the first year of the model
- Increased profitability and customer satisfaction