



ACCENTURE AND PEGA ALLIANCE 2024

VIDEO TRANSCRIPT

An AI-powered partnership

In the world of data driven marketing, AI wields its power to turn mundane transactions into profoundly human connections.

Now, more than ever, companies are expected to create experiences that transcend intuition. Every decision must be backed by data and AI capabilities. Every customer interaction must feel Taylor made, and every outreach must resonate deeply. No one understands these expectations more than Pega and Accenture.

As an enterprise AI decisioning and workflow automation platform, Pega unlocks business transformation outcomes with real time optimization by personalizing engagement. Automating customer service and streamlining operations. And as Pega's number one service provider, Accenture is the trusted leader in designing, implementing, and driving transformational experiences using PEGA solutions.

Together, we help businesses, strengthen their digital core, using a data and AI led approach, enhance their marketing, sales, and service effectiveness, boost customer engagement, and improve performance with a customer first operating model.

simply wasn't possible in the on prem world.

This hyper personalized strategy maximizes value for clients anywhere in their transformation journey.

As a result, we've helped clients achieve up to a 15 to 23% reduction and optimize cost to serve, an 11 to 19% increase in boosted NPS, a 20 to 30% increase in efficient onboarding, transforming a 15 day process to 15 minutes and to ten to 20% improvement in cross up cell conversion.

Accenture strategic ecosystem partnerships, industry insights and leading edge AI innovation allows us to provide end to end solutions across diverse tech environments. We're focused on driving meaningful client value, which sets us apart from other Pega partners and ensures transformative client outcomes.

With Accenture and Pega at the helm, businesses can navigate reinvention with confidence. Together, our clients gain a trusted partner to deliver value at speed because we don't just adapt change, we leave it.

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