



Revolutionizing Sales and
Customer Experience
through Pega Decisioning Application for
a Telecom Conglomerate

Headquartered in the bustling metropolis of New York City, our esteemed customer stands as a beacon of innovation in the realm of technology and communication services. Boasting a staggering user base of over 143 million subscribers, including 115 million wireless retail connections and 93 million wireless retail postpaid connections, the telecom giant has firmly entrenched itself as the second-largest mobile services provider in the United States. Offering leading-edge solutions such as 5G, 4G LTE, fiber optic, and multi-edge compute (MEC) services, the organization continues to redefine the landscape of connectivity.

The telecom giants leveraged a Pega based decisioning platform to pull data from various business-critical apps and enable better decision-making, increase sales, and deliver better customer experiences. Insights from the decisioning platform were utilized to launch new programs, value-added services, and bundle offers

Manual Execution and Delayed Response Created Roadblocks in Sales Growth

However, with great success comes great challenges. As the telecom giant's user base continued to expand and evolve, manual processes and delayed responses within critical business applications began to impede sales growth and hinder the delivery of exceptional customer experiences. Recognizing the need for a transformative solution, the telecom giant turned to AgreeYa for assistance in modernizing, optimizing, and integrating data from various business-critical applications, all within the robust Pega platform.

Despite the sophistication of their operations, the telecom giant faced significant hurdles across key business applications, including the MEC (multi-edge compute) Sizing tool, Dynamic Bundling, Event Ledgers, Offer Automation, and BillShock. Manual pricing calculations, delayed responses, and connectivity issues plagued these systems, hampering agility and obstructing seamless decision-making processes. These challenges cast a shadow over the telecom giant's sales growth aspirations and necessitated immediate attention.

With a clear vision of enhancing customer experiences and driving sales, the telecom giant sought a seasoned technology partner to address these pressing challenges.

“Our vision was to create high performing business apps and better decisioning mechanism to ensure better customer experiences and increase sales. We needed a technology partner to help us address the shortcomings in our apps.”

*-Senior Manager
Emerging Commercial Platforms, Telecom Giant*

Building a Roadmap to Maximize Sales and Enhance Customer Experience

As a global systems integrator and digital transformation enabler for organizations globally, AgreeYa has decades of experience in enhancing decisioning platforms for organizations across the globe. We have been engaged with the customer and helped the organization launch and modernize various applications to meet business goals. All these parameters made us an immediate choice for the telecom giant.

Upon engagement, AgreeYa conducted a comprehensive assessment of the customer's existing Pega decisioning platform and associated business applications. Through extensive consultations with key stakeholders, including marketing and operations teams, AgreeYa gained invaluable insights into the customer's unique requirements and expectations. Building upon this foundation, AgreeYa proposed the development of a Pega Customer Decision Hub (CDH), poised to revolutionize decision-making processes, and enhance customer engagements.

Unleashing the Power of Pega Customer Decision Hub

Modernizing the MEC Sizing Tool: AgreeYa experts orchestrated the transformation of the MEC sizing tool, introducing automated pricing calculations, and eliminating the need for manual intervention. This overhaul ushered in a new era of efficiency and accuracy, enabling seamless decision-making processes.

Enhancing the Event Ledgers App: Leveraging leading-edge technologies, AgreeYa revitalized the Event Ledgers app, enabling real-time data capture and integration across channels. Through the integration of voice-based interfaces and service-oriented integration connectors, this revamped application facilitated fluid interactions and empowered swift decision-making.

Optimizing the Dynamic Bundling App: AgreeYa's experts meticulously fine-tuned the Dynamic Bundling app, embedding automation and personalized algorithms to deliver tailored experiences to customers. Real-time confirmations and agile bundling capabilities bolstered customer satisfaction and acceptance rates, driving revenue growth.

Streamlining Offer Automation: In a bid to enhance engagement policies, AgreeYa streamlined the Pega Decisioning landscape, optimizing processes and fine-tuning algorithms for enhanced offer generation. This streamlined approach enhanced agility and responsiveness, propelling our customer towards greater success.

Integrating Consumer Data in BillShock App: Collaborating seamlessly with our customer's team, AgreeYa facilitated the integration of consumer data within the BillShock app, bridging the gap between disparate systems and enabling a comprehensive view of consumer profiles. This integration laid the foundation for informed decision-making and personalized customer engagements.

Driving Sales Growth and Customer Loyalty with Pega Customer Decision Hub

The culmination of these efforts heralded a new era of success for our customer. The implementation of the Pega Customer Decision Hub, coupled with the modernization and optimization of critical business applications, yielded tangible results: undation, AgreeYa proposed the development of a Pega Customer Decision Hub (CDH), poised to revolutionize decision-making processes, and enhance customer engagements.

1X improvement on attach rate for value-added services: By leveraging real-time insights and personalized recommendations, our customer witnessed a substantial increase in the adoption of value-added services.

20% improvement in win rate: Streamlined processes and enhanced decision-making capabilities empowered our customer to capture opportunities with greater efficiency and precision.

40% adoption in customer loyalty programs: Through targeted engagements and tailored offerings, our customer fostered deeper connections with customers, driving loyalty and retention.

16% improvement in handling time reduction: Automation and optimization initiatives resulted in significant reductions in handling time, enhancing operational efficiency and scalability.

30% Increase in Customer Satisfaction Scores (CSAT): The seamless integration of data across channels and the personalized recommendations driven by the Pega Decisioning Application led to a notable enhancement in customer satisfaction.

50% Decrease in Time-to-Market for New Offers: The agility and efficiency introduced by the Pega Decisioning Application enabled our customer to expedite the launch of new programs, value-added services, and bundle offers. This significant reduction in time-to-market empowered our customer to stay ahead of competitors and capitalize on emerging market trends swiftly.

“AgreeYa has undoubtedly fueled our upselling and cross-selling efforts. The integration of Pega Customer Decision Hub has been a game-changer for us”.

-Senior Manager
Emerging Commercial Platforms, Telecom Giant



Technology Stack



About AgreeYa

AgreeYa Solutions is a leading global provider of software, solutions and services to small, medium and global Fortune 100 organizations. Founded in 1999 and headquartered in Folsom, Calif., AgreeYa has over 2,500 professionals helping clients across U.S, India, Mexico, and Singapore. Leveraging a technology-enabled, consultative approach and diverse talent, AgreeYa offers modern workplace, smart analytics, intelligent automation, AI/ML, cloud transformation, mobility and talent management solutions to deliver digital transformation to its clients. AgreeYa has received considerable recognition including certifications like Microsoft Solutions Partner and Cloud Solutions Provider, AICPA SOC 2 Type 2, SEI CMMI and ISO 9001:2015; and awards including 'Dream Company to Work For' and 'Best Employer Brand'.



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