



Intelligent engagement services

Leveraging Pega Customer Decision Hub (CDH) to create a 1:1 personal experience that talks to your customers at the right time

Data plays a vital role in improving customer experience by providing organizations with information about customers' preferences, behaviors, and requirements. Through data, businesses can personalize experiences, predict customer behavior, and address your audience's needs. Furthermore, this enables them to make informed decisions in real-time while continuously improving customer experience, which leads to increased customer satisfaction, loyalty, and business growth.

Pega Customer Decision Hub (CDH) enables organizations to leverage their data effectively, make informed decisions, and deliver exceptional customer experiences at every touchpoint. CDH empowers organizations by:



Enhancing
customer
experience



Increasing
operational
efficiency



Driving
revenue
growth



Improving
customer
retention

CDH leverages data to enhance customer experience.



Data harmony:
unleash the power of Customer Data Platforms (CDPs)

Pega CDH leverages comprehensive customer data and enrichment capabilities to enable a unified customer view by integrating with CDPs.



Customer 360:
a comprehensive view of customers

Customer 360 offers a comprehensive view of the customer, enabling businesses to deliver personalized experiences, improve customer segmentation, enhance customer service, gain valuable insights, foster customer loyalty, and ensure data-driven decision-making for sustainable business growth.



Preserving privacy, empowering personalization:
the role of cookieless session data

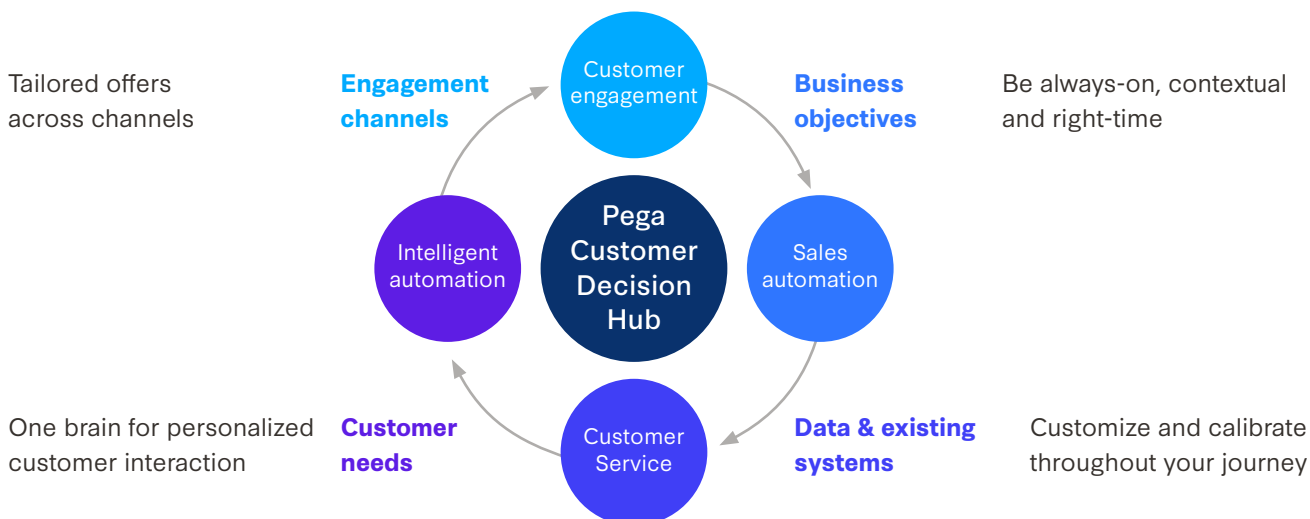
Cookieless browsing has disrupted traditional data collection methods. It limits tracking capabilities, reduces cross-site tracking, impacts personalization efforts, and emphasizes privacy and regulatory compliance. The shift nowadays is more toward consent-based data collection.

Why Virtusa?

- Strong and enduring partnership with Pega for more than 21 years
- Innovation culture with improved operational performance, adoption of the right solution, and integration of emerging technologies
- Evident customer engagement transformation, with an average CSAT of 4.7/5.0, Virtusa ensures optimal delivery and value to its customers

Our approach

Pega CDH is a centralized decisioning brain that powers all your customer engagements and delivers a personalized and consistent experience.



Success stories

A large American telecom company increased its call deflection by up to 35% while creating a total annual savings of \$80MN through our CDH implementation. The client could deliver personalized customer experiences through an intelligence-driven decision engine to influence every customer interaction.

A large insurance provider reduced policy issuance time from 45 days to 14 days with CDH implementation. More than 80% of the applications were processed at a 70% faster pace, resulting in higher agent and client satisfaction due to simpler and faster processes.

