CUSTOMER SERVICE: STRONGER AFTER COVID-19 WITH MICHELLE SOBIN

VIDEO TRANSCRIPT

[00:00:03] Hi, I'm Michelle Sobin, I'm the customer service lead for the Accenture Pega practice. I have been fortunate to work with Pega technology for the past 15 years, some of that at Pegasystems. In the beginning of 2020 those of us in customer service were already under a lot of pressure. Customers expect the Amazon experience and they were making it clear they didn't appreciate waiting for a representative repeating themselves and the preference for messaging over voice was already trending hard. Enter the global pandemic and new challenges that that brings. And we're seeing hyper accelerated move to digital, customer care agents working remotely and greatly increased pressure to take out costs. At Accenture, we share the conviction that the exponential changes in technology that existed before covid-19 while magnifying the challenges in some cases, are also creating incredible new opportunities and achieving speed and agility like never before is critical. We are using Pega's newest capabilities to meet these challenges and act on the opportunities for our clients, and we're doing it very cost effectively. We used to say no before hello. Our goal was to quickly gather all the information about a customer when they called so we would have the contacts needed to resolve a problem with as little customer friction as possible. We still need that information, but now our goal is to preempt the customer's need to contact us at all.

With Pega, we have a customer service brain capable of recognizing problems and intervening before the customer knows there is an issue preempting customer needs and simplifying their experience. As my friend Susan Taylor at Pegasystems likes to say, excellent service when no one is watching. Pega's unified messaging capabilities, intelligent virtual assistants and email bots are helping customer service agents do more with less.

[00:01:57] These solutions can be deployed quickly to solve business problems. When you use a center out architecture that separates your business rules from your channels, you avoid adding complexity to your ecosystem. Pega solutions offer choices for natural language processing algorithms unless your agents, both real and virtual, manage cases during their customer interactions. The story played out on the national news, where the governor of Florida thanked Pega for standing up Pega chat in their Web portal in less than a week to take the load off a legacy application struggling to manage unemployment insurance enquiry's. The good news is you don't have to make a huge investment to start solving problems. There is a lot you can do right away with Pega to help improve customer experience while you take cost out of operations, especially if you leverage Pega's new tools like Cloud. We are finding the last holdouts are adopting agile practices to achieve faster transformation.

And in the Accenture Pega practice we are all in on using Pega Express methodology built around implementing micro journeys that quickly deliver value. Over the summer, we use Pega Catalyst design thinking along with Pega Cloud to work with our clients and quickly create a solution for next best experience for the pharmaceutical industry. At Accenture, we see the challenges and at the same time we are committed to taking advantage of the unprecedented opportunities enabled by Pega's new technologies like A.I., intelligent virtual assistants and Cloud to help us help our clients meet those challenges. Thanks for watching and I hope you learn a lot from the Pega Discover summits. Please check out the Accenture virtual booth for more examples of how Accenture uses technology to drive customer value.