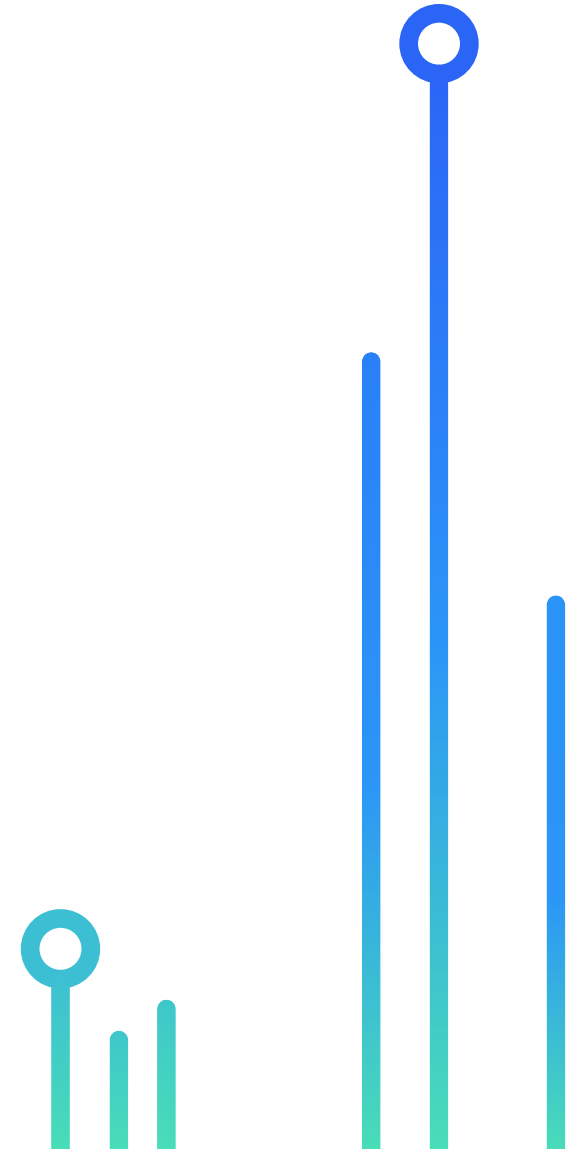




DCS Collections Strategy Optimiser

May 2024



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Transform Collections Contact Strategies

Collections is often driven by contact strategies that are isolated, complicated due to compliance, costly and grouped for all siloed processes. Use the DCS Collections Strategy Optimiser to transform your Collections Customer Journeys using the best features of Pega CDH to create a contextual, personalised and dynamic experience for the customer.

Features

● Easy to plug in

Collections accelerator is built with Pega CDH and can be plugged in seamlessly. Start where you are - from scratch or extend preexisting Pega CDH implementation

● Three steps of AI

Three Customer journeys are built to orchestrate a generic contact strategy, in increasing use of AI. Adopt AI at your own pace to go from rigid Risk based target criteria to Fully AI driven dynamic contact strategy.

● Play with GenAI

See what Pega GenAI can do for you, create compelling content with Cialdini's principles of persuasion and watch it perform for your control group or simplify testing by creating personas on the fly.

Benefits

- **Digital First Approach:** Embrace a digital-first approach to collections, streamlining processes and improving efficiency.
- **Omnichannel AI-driven Contact Strategies:** Utilise AI-driven contact strategies across multiple channels, ensuring a personalised and effective approach to communication.
- **Proactive and Reactive Communication:** Implement a combination of proactive (outbound) and reactive (inbound) communication strategies, enhancing engagement and responsiveness.
- **Improved KPIs:** Drive improvements in key performance indicators (KPIs) that matter, including the cost of collections, resolution rates, and monthly installment payments.

What You Get

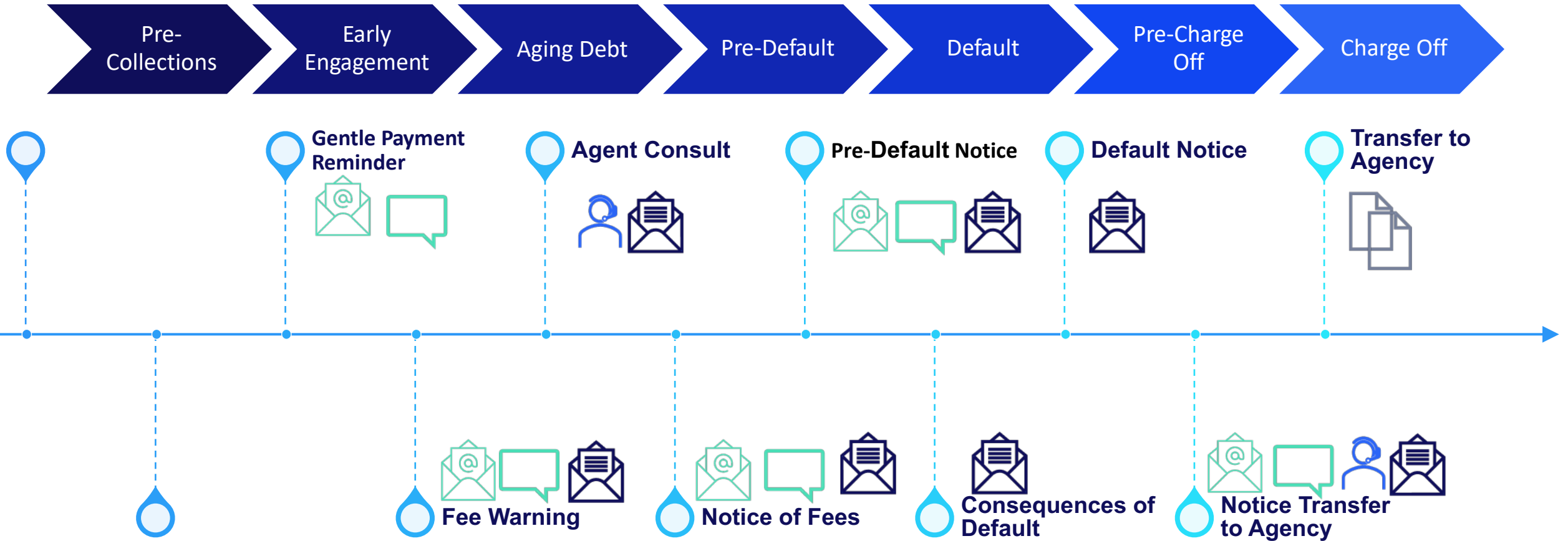
Leverage core Pega CDH expertise to transform your collections processes step by step

The DCS Collections Strategy Optimiser represents a paradigm shift in collections management. By harnessing AI capabilities, it seamlessly integrates with Pega's Customer Service Collections case types, offering three distinct customer journeys. These journeys serve as a roadmap, gradually transitioning organisations to fully AI-optimised strategies for orchestrating customer interactions. With Generative AI technology, customised treatments are tailored to individual customer personas, elevating the overall experience.

This offering empowers businesses to adopt AI at their preferred pace through pre-configured customer journeys. By combining proactive and reactive communication strategies, it enhances engagement and responsiveness, leading to improved KPIs crucial for Collections. Built on the Pega Customer Decision Hub (CDH) platform, it can consume data via industry standard integrators, accelerating the transformation of traditional Collections processes into customer-centric journeys.

What You Get

Collections Lifecycle & Action Library



What You Get

Collections Customer Journey Library

Treatment Optimised

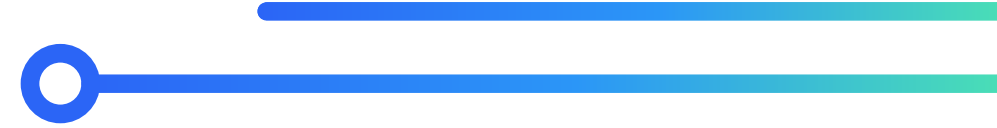
- Aligns with migrated legacy contact strategy
- Target criteria dependent on prescribed Risk Level and time frames
- **Channel arbitration determined using AI**

Action Optimised

- Actions implemented in journey stages aligned with time frames
- Target criteria moving away from rigidly prescribed Risk Level
- **Action and Treatment arbitration driven by AI**

Fully AI Optimised

- Replace rigid customer experience for each Risk Levels with broad rules determined by Risk Level and time frame
- Journey stages moved from small intervals to broader but still applicable timeframes aligning with Collections Status
- **Timing, Content and Channel all determined by AI**



Thank you