

Premier regional bank personalizes marketing campaigns to boost loyalty and revenue using Pega Customer Decision Hub

Challenges

- Deliver effective marketing campaigns by leveraging a decisioning engine and intelligent orchestration
- Deploy a Minimal Viable Product (MVP) to automate email campaigns
- Use Next Best Action Designer to enable business users to contribute and coordinate work with IT

Solution

Deployed the Pega Customer Decision Hub to:

- Determine most profitable customers to pitch campaigns based on the likelihood of a positive response
- Recommend the most relevant offers to customers at the appropriate time
- Coordinate with the CMS and outbound email system to deliver an email when a customer is matched with an offer
- Ensure that customer response is collected by integrating with the email system
- Data-backed recommendations for “Next Best Offer,” “Next Best Communication,” and “Next Best Action”

Value delivered

Virtusa drove new revenue for the client through:

- Higher engagement in loyalty platform and redemption rates
- Hyper-personalized, 1-to-1 marketing campaigns
- Strategy optimization for performance
- Expanding the capability to additional channels like Salesforce CRM, Mobile with minimal integration efforts.