# AI application

Improving engagement, serv...

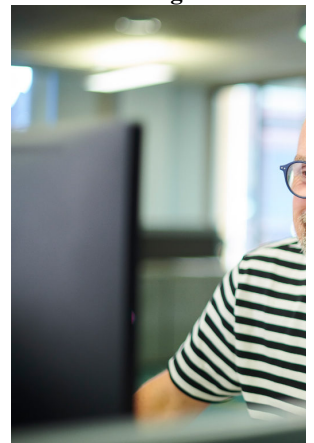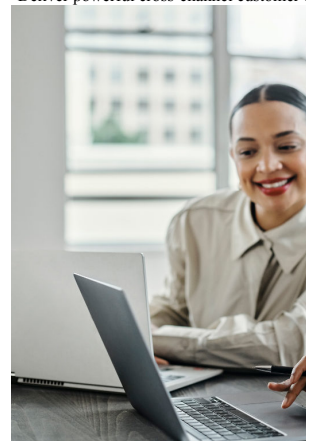## Why is AI important for modern organizations?

Artificial intelligence enables organizations with millions of customers, dozens of channels, hundred... precision that human beings alone can't match. With countless enterprise use cases, AI helps increas... efficient way possible.
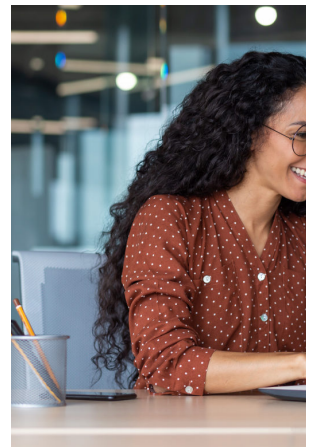
## Pega features t...

### Personalize
Deliver powerful cross-channel customer ...

### Accelerat...
Quickly resolve service issues with contextual A...

**Automate**
Boost operational efficiency and effecti

## AI use cases with

### Increasing customer retention and reducing churn ›
See how Vodafone improved customer retention with always-on engagement.

### Reducing labor cost and increasing self-service ›
Learn how the U.S. Department of Veteran Affairs decreased invoice processing costs by 33%.

### Personalizing at scale and delivering cross-channel engagements ›
Find out how Wells Fargo scaled personalization to more than 70 million customers.

### Converting sales offers and growing a customer base ›
Discover how Telenet increased offer acceptance by 75% with AI.

Explore what's possible with Pega GenAI

Learn

## Benefits of AI for enterprise organizations

AI helps organizations better interact with their customers, execute day-to-day work across functiona effectively.

- **Seamless customer engagement:** AI enhances customer experiences by driving more relevant, cont
- **Data analysis and insights:** AI can process large amounts of data at unparalleled speeds, unify data
- **Task and workflow automation:** Automating routine and mundane tasks with AI frees up human w outcomes and better employee experiences.
- **Improve service and support:** Chatbots and virtual assistants, powered by AI, can handle a large v intervention.

Operationalize the autonomous
Download

## About Pegasystems

Pega provides a powerful platform that empowers the world's leading organizations to unlock business-tr workflow automation to solve their most pressing business challenges – from personalizing engagement t

architecture to help enterprises meet today's customer demands while continuously transforming for tom