# PEGA, ADOBE, AND ACCENTURE: DELIVERING A PERSONALIZED CX, AT SCALE

## VIDEO TRANSCRIPT

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MATT NOLAN - greetings everybody so my name is Matt Nolan from Pega Systems and I'm here with David Steuer and Jim LaLonde from Accenture so today we're going to talk about how organizations can combine their high power marketing stacks with centralized real-time decision and use that combination to kind of re-architect how they interact with their customers so just to set the stage a little bit we're operating in an era of marketing that's highly driven by advances in ai but it's powered by very rich digital data right and there are literally thousands of available technology solutions but at times it's a little bit of a struggle getting all the moving parts to work together to kind of optimize the customer experience while still providing an ROI for the brand so David let's start with you so why has this been hard man so every tech vendor talks about how well they integrate right and how smoothly everything should work together so why do organizations still struggle to unify the experience

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DAVID STEUER - yeah Matt you're right there's a lot of confusion in the ecosystem when it comes to personalization it's a hot topic many claim to have the answer and I think the primary confusion starts with whether or not you know who is the customer whether they're identified or whether they're unidentified now digital prospecting uses often uses unidentified prospects on your digital property so maybe you're looking at somebody who is on your website or who is on the New York times another anonymous website and there are products in the marketplace like the adobe experience platform that specialize in determining which segment or micro segment an unidentified prospect falls in and figures out how to personalize the right offer now then there are identified customers so these are customers who have logged into your app or your website or they've walked into your store they've called into the call center you know who those folks are and for the identified customers you want to personalize the experience in order to increase loyalty so that they stick with your product and they do more with your company and that's an area that that Pega specializes in

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MATT NOLAN - and I agree David I think especially when it comes to anonymous versus unknown um personalization get very cloudy right and I think most companies are leveraging a wide mix of solutions to kind of solve for that with some greater or lesser degrees of success so Jim you actually see a lot of organizations that want to take the best-in-class applications that they love that their people love and that they use every day right and they want to mix real-time and ai driven approaches in with the traditional segments with the batch campaigns they've been using for years they want to do that and they want to address personalization with it so does that actually cause problems when it comes to doing that in the real world

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JIM LALONDE - yeah definitely meant it can and it usually does the reason is that organizations are often approaching it purely from an architecture or technology perspective rather than around a business outcome in a customer purpose lens so you know you got to ask yourself what do you do when every capability or every piece of software comes with the ability to execute some aspect of AI and segmentation well it really starts with creating an enterprise data strategy and using that to help inform how best to leverage applications uh as you try to find that intersection of innovation and purpose and in doing so it really goes a long way in an organization's ability to see true business value

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MATT NOLAN - okay that's interesting I think we're gonna we can dig into that a little bit and I think David can actually help us with that so David you're the managing director of the Pega practice within Accenture so your teams work with clients every single day and you help them apply their data more strategically let's say it that way and you help them solve core business problems things like you know improving customer attention and improving cross-sell and customer nurture so talk to me about like what

role does Pega play in solving that problem so folks in the audience right are going to have heard Pega positioned as a brain right and that brain unifies the marketing stack but what's that actually mean right can you break that down for us a little bit

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DAVID STEUER - yeah absolutely and as Jim said I mean the key is focusing in on business outcomes and what Pega is doing to drive those business outcomes is Pega NBA is the brain that determines what is the right action to take based on who the customer is based on what we already know about them maybe what they may have done uh live in context maybe on the website maybe in the IVR maybe while they're talking to us so real time adjustment we're able to figure out whether they qualify for an offer and then or an action and then we're able to take that action that's the role that Pega NBA plays it determines what action to take in the digital channel now what adobe's doing within that digital channel is then representing or figuring out how to present that offer so maybe it's a different image for a person that is starting off with a young family versus a single person who doesn't have a family

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MATT NOLAN - so Pega kind of figuring out ultimately the action Adobe's figuring out how to present it makes sense to me so David that's actually it's a good segue into my next question so Jim, David talked about adobe right and you're the managing director of the adobe practice at Accenture your David's counterpart right so adobe has some of the most highly used well-respected solutions in the market those are products like Adobe experience manager adobe campaign the Adobe experience platform right so how does Pega decisioning add value inside of that Adobe stack

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JIM LALONDE - good question so Pega has been a leader in enterprise decisioning for many years we often find pagan organizations where adobe already serves as the enterprise engagement capability but due to organizational alignment the belief more often than not is that these are competing as opposed to complementary in nature when in reality robust decisioning is a cornerstone of any customer engagement strategy and when you pair Pega's decisioning with Adobe's activation capabilities it makes for a robust and powerful Combination

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MATT NOLAN - I agree with you and I think that combination is what I'd like folks the folks watching to understand a little bit more about so late last year you folks at Accenture introduced what you're calling the intelligent personalization platform so David can you kind of explain to the audience what that is

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DAVID STEUER - Yeah absolutely and uh you know we've been speaking a lot about Pega and Adobe together but what the intelligent personalization platform that Accenture built does is it, it goes beyond that it combines the business journeys with a reference architecture to help clients make the right technology decisions so what it does it takes into account what the client already owns what's their primary business objective what's the maturity Jim talked about the customer data strategies what's the maturity of that data strategy and the platforms that they have and let's also take into account what's the latest technology in the industry and other factors that help clients create a personalization architecture at scale and then map that architecture to their current and future business journeys

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MATT NOLAN - so as you're talking about that

what was popping into my head is what's Accenture's unique value proposition inside of this right so you're combining Pegas real-time decisioning with a very powerful experience platform with Adobe so Jim what does Accenture provide here to kind of jump start that equation

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JIM LALONDE - if you will sure yeah so earlier David and yourself referred to Pega as the brain for experience management let's extend that analogy where Adobe becomes the ears and mouth in that adobe is always listening and providing the right message Accenture brings all of this to life as the heart for any compelling experience you lead with empathy as you blend art science technology and that's where the heart and Accenture comes in

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MATT NOLAN - okay all right so let me sum up what kind of what I heard from you guys today so more and more brands looking to combine the kind of amazing experience solutions they get from providers like Adobe with the real-time decisioning technologies they get from Pega right and that combination can help them unlock much deeper relationships with customers but honestly just the technology by itself isn't what you need you need a partner like Accenture somebody with the people the skills the subject matter expertise to actually do this right and the folks you folks at Accenture have developed frameworks like the intelligent personalization platform to make this faster and easier for your customers to get to value and make sure this is all done in a very scalable kind of best practice way so David there's a lot of people watching here today probably very intrigued by the stuff we talked about right so if they're hearing if they want to hear more about this adobe Pega combination what should they do where should they go

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DAVID STEUER - yeah absolutely Matt so as you can tell at Accenture we work with a lot of different technology platforms and we have a tremendous amount of experience not only across Pega and Adobe but across other platforms that work in the martech and the ad tech space and if you would like for us to help please reach out to either Jim LaLonde or myself and we would be happy to set up an initial discussion

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MATT NOLAN - okay perfect so I'd like to thank you David, thank you Jim that's a wrap for us today so I hope everybody was very engaged with this conversation and please everyone enjoys the rest of the day

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