




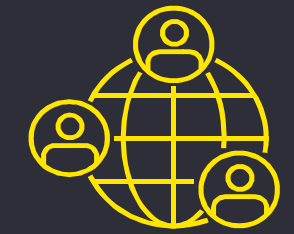

Customer Decision Hub

EY-Pega Alliance

Customer Decision Hub (CDH) brings together channels, data and analytics and funnels them into a single, connected experience. Enabled by EY business processes and Pega technology, CDH drives real-time, next-best-action decisions that allow for meaningful 1:1 customer engagement and optimization of customer value.

Successful CDH implementations require capabilities across multiple competencies.

Deep Industry Knowledge	Change Management
Experienced team, including former industry leaders and regulatory officials, across multiple geographies to support ongoing strategic advisory needs.	10,000 advisory services professionals providing knowledge, structure and capabilities to foster change and realize desired benefits.
Marketing & Business Transformation	Data & Analytics
Capabilities designed to maximize the value and impact of Marketing. Services to support strategy and innovation, customer experience, data-driven personalization and more are available.	EY and Pega use industry leading analytics and AI capabilities to help clients develop sound data strategies and deliver ultimate outcomes.

<p>320+ Pega certified resources across the globe</p> 	<p>75+ Pega AI & Decisioning certified practitioners</p> <p>35+ Certified lead system architects</p>
<p>3 Pega delivery centers Nearshore in Atlanta Offshore in Bangalore & Kolkata</p> 	<p>15+ EY-built solutions powered by Pega</p> 

*As of January 2021.

EY-Pega Alliance differentiators	01	Rapid delivery of solutions using EY and Pega assets	03	Quality resources with demonstrated decisioning experience
	02	Standardized estimation methodology to provide transparent pricing	04	Close alignment with Pega sales and delivery teams

EY Solutions supported by Pega's Customer Decision Hub

Consumer Complaints Management

The Consumer Complaints Management solution from EY allows banks to categorize and route complaints, identify trends, detect emerging topics and monitor for compliance violations.

Digital Mailroom

With increased use of digital communications methods, the opportunity to automate processing of electronic messages by leveraging natural language processing (NLP) and artificial intelligence (AI) is great. Streamline digital communications approaches with the message processing solution from EY and Pegasystems.

Digital Financial Health Coach

The EY Digital Financial Health Coach solution leverages Pega's Customer Decision Hub which triggers insightful next best actions. The omni-channel platform provides a gamified user experience and, through task assignments, ultimately drives customers to financial health. Digital Financial Health Coach increases positive customer interactions, helps customers achieve their goals and builds trust with the financial institution.

EY Voice

Leveraging EY custom models and Pega technology, EY Voice is an AI-based solution for transcribing recorded agent calls or inbound messages into text, extracting insights and driving actions. The solution uses the Pega platform and models developed by EY analytics applied to a variety of areas, including class reason classification, sales practice reviews, customer complaint routing, marketing message violations, fraud authentication and more.

Next Gen Remediation

Instantly deploy the secure EY cloud-based solution that comes with a fully-integrated remediation eco system including data quality, automated workflow and third party services. The Next Gen Remediation solution is configured with constantly improving processes that have been built to meet regulators' expectations.

Compassionate Collections

To help lenders more effectively manage the collections process, EY and Pegasystems have introduced the Compassionate Collections solution. Through the use of modeling and analytics, Compassionate Collections delivers customer segmentation views, treatment strategies and optimized outcomes, which allow collections agents to have personal and meaningful conversations with their customers and respectfully work toward debt resolution.

Fraud Validation Chat Bot

Standard practices for fraud/chargeback cases include initiation of a set of processes driven by organizational and regulatory policies. However, a large number of fraud requests are invalid or easily dismissed, negating the need to undertake a fraud case. EY has developed a solution that allows banks to validate information associated with a fraud claim before investing resources to initiate a case.

Regulatory Change Mapping

Regulatory mapping is key to compliance. Through this AI-enabled solution, businesses can monitor global regulatory changes, ingest documents and map required changes to ensure compliance obligations across multiple jurisdictions.

Document Intelligence

The EY Document Intelligence platform has a set of digitization and extraction capabilities that can be leveraged for any type of document and enable multiple sets of use cases.

EY Contacts



Scot Kinser

Global Pegasystems Alliance Leader
scot.kinser@ey.com



Prasad Krovvidi

Pega Practice Decisioning Leader
Senior Manager
prasad.krovvidi@ey.com



Chandra Arya

Senior Manager, Decisioning SMR
chandra.aryasomayajula@ey.com

EY | Building a better working world

EY exists to build a better working world, helping create long-term value for clients, people and society and build trust in the capital markets.

Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via ey.com/privacy. EY member firms do not practice law where prohibited by local laws. For more information about our organization, please visit ey.com.

EYG no. 000712-21Gbl

2011-3622773
ED None

ey.com