

ADvantage Pega Experience Amplifier

Personalized customer experience delivery
with Pega and Adobe Experience platform



Proposition overview

HCLTech's ADvantage Pega Experience Amplifier solution provides an end-to-end framework to build & deliver meaningful and contextual experiences for marketers across different digital touch points leading to brand marketing, prospect conversion and retention.

The solution powered by Pega Infinity platform, Pega CDH (Customer Decision Hub), Adobe Experience Cloud, Adobe Experience Platform provides enterprises the ability to build data-driven marketing experiences, AI-led conversations and deliver contextualized one-to-one customer communication. It enables scalable digital solutions for shaping tomorrow's customer experiences and hyper-personalization.

The key highlight of the solution is the ability to complement the various Adobe components (Analytics, Target, AEM, Campaign etc.) with the Pega Infinity Platform & Pega CDH to unlock the value of data & amplify the customer experience.

Why ADvantage Pega Experience Amplifier?

Enterprises embarking on developing digital marketing capabilities spend a considerable amount of time in implementing solutions and identifying the right potential of data to enable next best action, next best offer, cross sell/upsell, revenue recovery, "know your customer" driven marketing/proactive outreach.



In today's age, customer communication crafted through content, data and process needs to include



Deeper, more meaningful connections



Increased speed of response and optimization



Effective, actionable use of analytics



Connected, efficient and powerful technology activation

Siloed marketing organizations face key internal challenges



Customer data challenges include

Fragmented data

Customer data sits across disparate data sources, systems, and teams - making it difficult to build a complete view of the customer journey

Inconsistent experiences

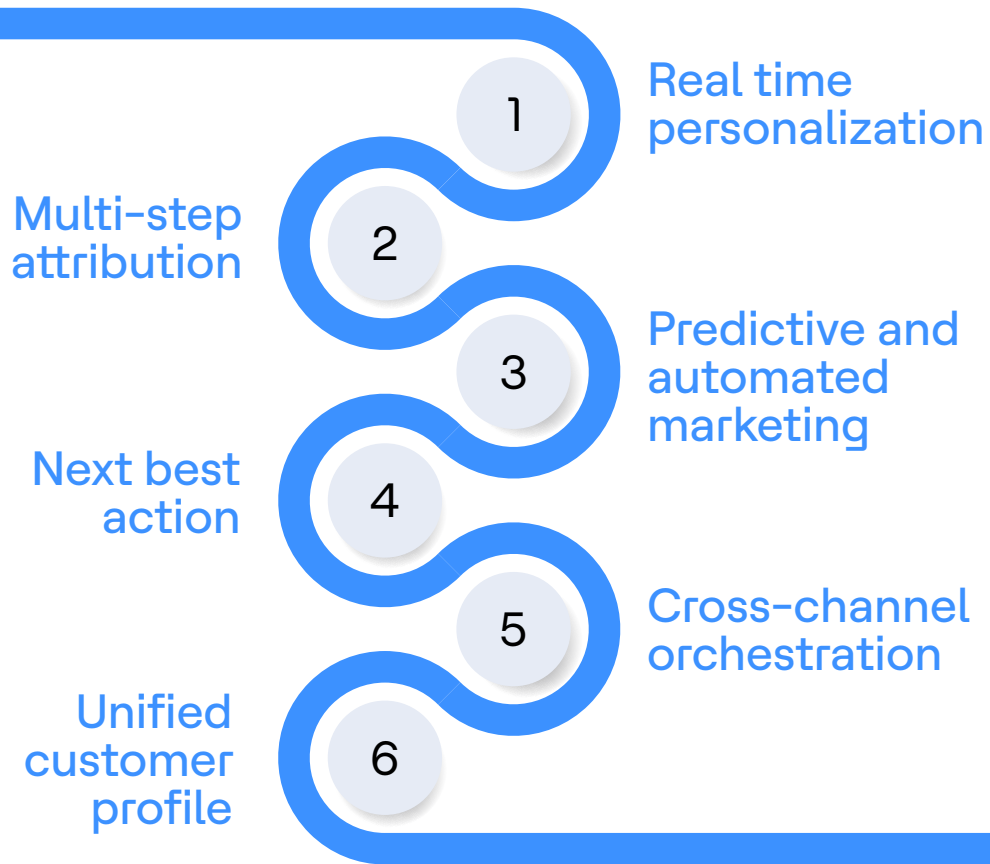
Customers receive disjointed experiences across different channels increasing CPA and impairing personalization

Complicated governance

Critical to meet regional and organizational requirements for managing known and unknown customer data



HCLTech's ADvantage Pega Experience Amplifier helps resolve these issues through



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