

**ORCHESTRATING  
DIGITAL SUCCESS  
FOR OUR CLIENTS  
WITH PEGA**



Over a period of eight years, the Infosys-Pegasystems alliance has taken giant strides. Today, Infosys is a Pega Platinum Partner, one of the first five partners to achieve this select status.

We have a strong growing practitioner community that boasts of over 500 Pega consultants and had a 500% increase in number of Lead System Architects, the *crème-de-la-crème* of Pega certified

practitioners. We have 50+ engagements across 30 clients spanning industries and geographies and a rich repository of over 20 Pega solutions, tools and accelerators. And it doesn't stop there: Infosys has executed one of the biggest Pega Cloud implementations spanning 70 geographies and 50 languages, in addition to other transformational Pega programs worldwide.

We work collaboratively with Pega to deliver solutions that maximize value for our customers on various stages of their digital journey. We have invested in a dedicated Pega Center of Excellence (CoE) which focuses primarily on innovation, technology evaluations, prototyping, and industry solution development.



## Retain your Telecom customers with Infosys e-Top solution

The Telecom industry is going through a digital disruption. Increasingly, the marketplace is evolving to a stage where each customer is a segment of one, demanding products and services from his Communications Service Provider (CSP) to be delivered NOW and ready to take business elsewhere if unsatisfied with the quality of service.

Making the right offer at the right time is thus imperative to convert and retain customers and so is fulfilling such offers in time. Any dispute also needs to be handled quickly and decisively to avoid losing the customer and discouraging prospects.

## Solution overview

**Infosys Enterprise Telecom Order Platform (e-Top)** enables CSPs to rapidly build agile, quick-to-deploy solutions to enable sales agents to keep customers satisfied through the cycle of offering, fulfilment and dispute resolution. e-Top thus helps increase operational efficiency and improve satisfaction through every stage of the customer journey.



## e-TOP solution

Sentiment analysis dashboard

Smart process advisor

Dispute management system

Order management solution (OMS)

PEGA next best action manager



Communications industry foundation (CIF)



## PegaRULES Process Commander® On Cloud • On Premise

### Key features

- **Agility:** Manage, analyze and update propositions, priority and decisions using the marketing and decision management features
- **Flexibility:** Leverage the in-built order capture capabilities or integrate with existing e-commerce and CRM applications
- **Real-time visibility:** Up-to-date order and dispute status through customizable dashboards

- **Prompt dispute resolution built using next-best action techniques:** Accomplish critical tasks within specified timeframes and SLAs
- **Omni-channel experience and 360 degree view:** Multi-channel unified view across e-mail, webform, portal, mobile, and social media

### Benefits delivered

- **Increased competitiveness:** Faster time-to-market for new products, offers and bundles

- **Cost of dispute resolution:** Reduced by up to 20 percent year-on-year
- **Improved orders and disputes management:** Efficiency by up to 25 percent
- **Improved compliance:** To stringent telecom regulations, resulting in lesser penalties
- **Improved customer satisfaction:** Higher ATA (Adversary to Advocate) moments resulting in higher customer retention and increased revenue productivity

## Enhance the quality of your Pega platform using Infosys CREDIT

At organizations that have embarked on their digital transformation journey with Pega, it is critical for all stakeholders to ensure that the platform is scalable, maintainable and delivers optimal performance.

**CREDIT** – Code, review, exception, diagnostics and insight tool is a robust framework developed by Infosys to evaluate the structural quality of PEGA applications across the organization covering both build and platform health. The tool provides production support and development teams, as well as the project management office, the means to guarantee quality across the platform.

### Solution overview

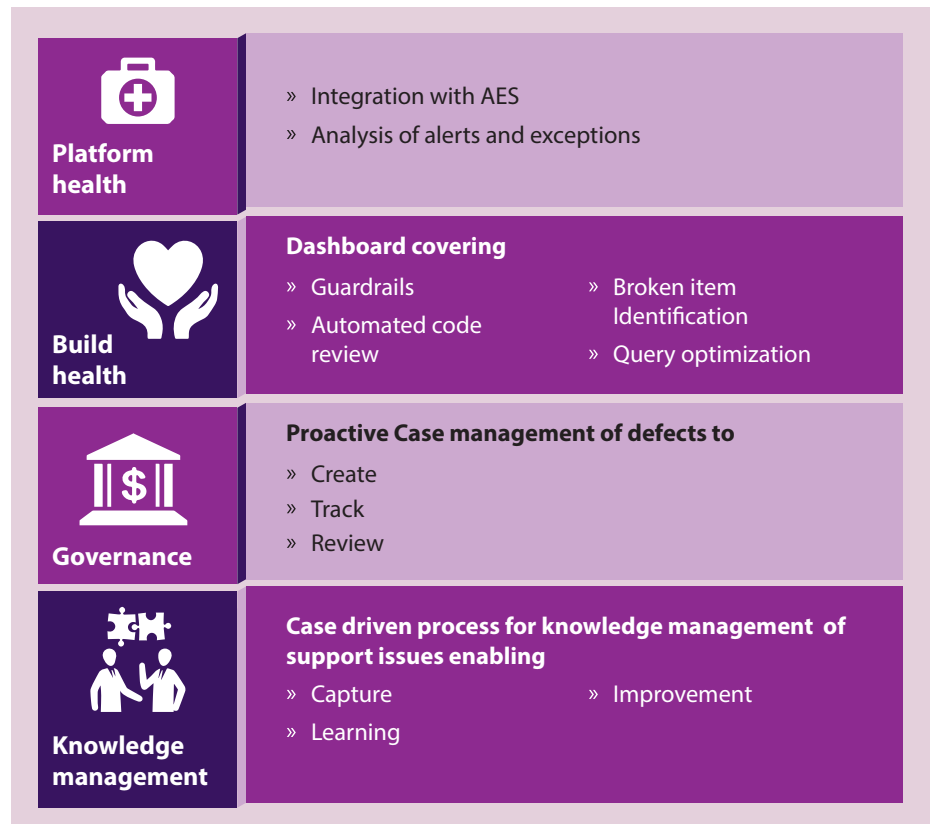
CREDIT help teams evaluate structural quality in accordance with Pega design guidelines and environment health parameters affecting application performance. Proactive usage of the tool during application development and support transition phases helps ensure a high quality solution is rolled out to the end customer.

### Benefits delivered

- **Reduced total cost of ownership:** By reducing rework resulting in higher quality product
- **High performance and scalability:** Owing to application health maintained from day one

## Infosys Pega CREDIT

Code, Review, Exception, Diagnostics and Insights tool



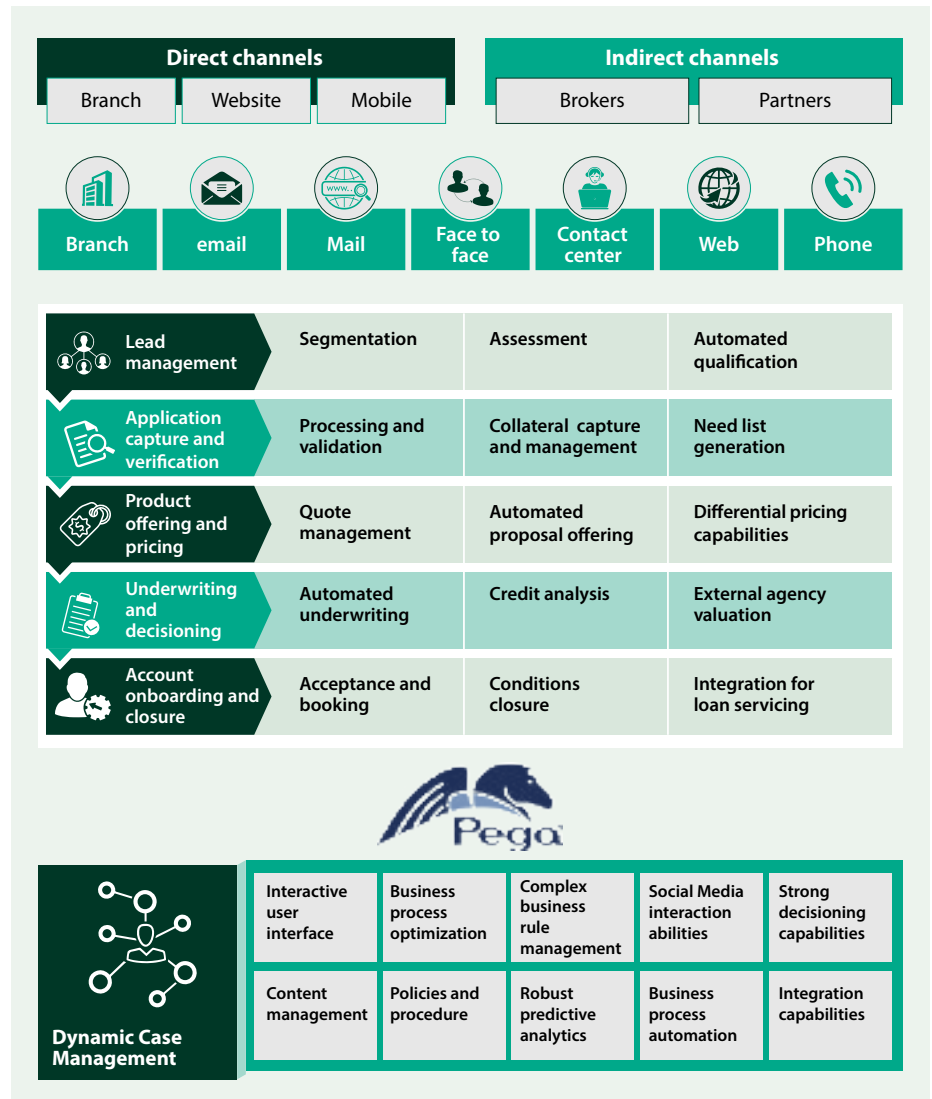
- **Quick issue resolution:** That is also compliant to key production support KPIs by enforcing SLA adherence by all stakeholders
- **Proactive platform health management:** All issues are identified and resolved ahead of the curve before deployment into pre-production and production environments
- **Technical dashboard for governance:** Using intuitive RAG coding providing governance and project management teams a real-time view of the application build quality and platform health

## Streamline your customer borrowing experience using iLOP

The digital revolution has enabled businesses to leverage multiple touch points and venture into new areas of collaboration involving the consumer, the enterprise and the entire ecosystem. Banking specifically has been transformed by digitization from a centuries-old tradition-based industry to one that is quick, responsive and available round the clock, thanks to online and mobile platforms which enable easy access to customers.

## Infosys Loan Origination Solution (iLOP)

Streamlines and automates the end-to-end loan origination process across all lines of business (LOBs) of a bank. The solution provides a seamless, guided and intuitive customer borrowing experience while capturing all necessary information for credit decisioning and loan approval. The solution is built to process high volume loan products across LOBs.



## Key features

- **Omni-channel experience:** Across web, mobile, e-mail, and social media for customer, underwriter and manager
- **Predefined processes:** Based on industry best practices
- **Data models:** With the flexibility to configure changes across geographies and product lines
- **Customizable reports:** To capture key metrics and enable process improvements
- **Responsive UI:** Fully compatible with mobile devices out of the box
- **Advanced underwriting capability:** To implement stringent credit criteria and enhance loan portfolio quality
- **Consistency in decision making:** Rule based decision making and 360 degree view of customer enables to reduce the chances of bad loans
- **Faster processing of loan applications:** Well defined processes and flows help in faster processing of loan applications, reducing turnaround time and getting things right the first time

## Benefits delivered

- **Reduced cost of implementation:** Owing to in-built templates and processes
- **Easily customizable:** To meet the specific needs of a customer
- **Reduced time-to-market:** By enabling quick build capability for specific platform components



## Next-generation customer care with - Infosys Complaints Resolution System

Customer service as a function has rapidly evolved over the course of the past couple of decades. With technology continuously evolving and the regulatory environment getting more stringent, businesses worldwide are striving to provide their customers a service experience that is distinguished. The emergence of social media has further created a digitally charged environment where organizations need to quickly address customer complaints to retain existing customers and gain new ones.

### Solution overview

**Infosys Complaints Resolution System** enables organizations to manage complaints, feedback and suggestions, and enquiries from existing and prospective customers. Built on a robust Pega platform by leveraging on Infosys' deep domain expertise and proven delivery excellence, the solution offers predictive analytics and end-to-end case management with next-best action capability built in. With pre-built, configurable, and intent-driven workflows to address key industry complaint types, this solution provides real-time visibility into cases and the capability to adapt to changing regulations.

### Key features

- Optimized interaction management capabilities
- Guided next step processing
- A browser-based, context sensitive user-interface
- "One-and-done" service process automation
- Integrated support for telephone, e-mail, and web-based channels
- Intelligent survey management
- Language based correspondence (email and letter) with digital signatures
- Real-time analytics and reporting



### Customer complaints management functional architecture

Omni channel	Capture complaint	Analysis and troubleshoot	Collaborate/communicate	Resolve	Report
Website	First Contact resolution	Reason code	Communication/integration	Resolution	Audit trail
Email	Sentiments analytics	Legal and media threat	Task management	Root cause analysis	Compliance
Social Media	Potential Risk	Compliance check	Communication / notifications		Record keeping
Chat	Proactive	Analysis	SLA management		
Phone/Fax	Self service		Escalation management		

**Closed feedback loop to capture customer net promoter score**

**Complaints pattern and improvements / knowledge management**

## Unified desktop for Customer Relationship team



**Know your consumer well across channels**

360 degrees view of customer / context

Social Media and reporting

Self service

IVR and CTI integration

Interaction on phone, letter, in-person



**Enhance front office productivity / efficiency with a SMART / intelligent system**

Guided next step

Intent driven

Correspondence management

Knowledge management



**Specific, yet aligned / integrated to/with global process / guidelines**

Multiple language and country support

Integration with email and website

Data retention



**Strong administration and management**

Dashboard and reporting

Separate user portals

Admin functionality

Alerts



**Strong integration with related workflows from the same platform**

Back office workflow and visibility.

Integration with other legacy / external systems

Survey management

Root cause analysis / text mining / analytics

## Build your insurance customer's loyalty with Infosys McCamish CSWD

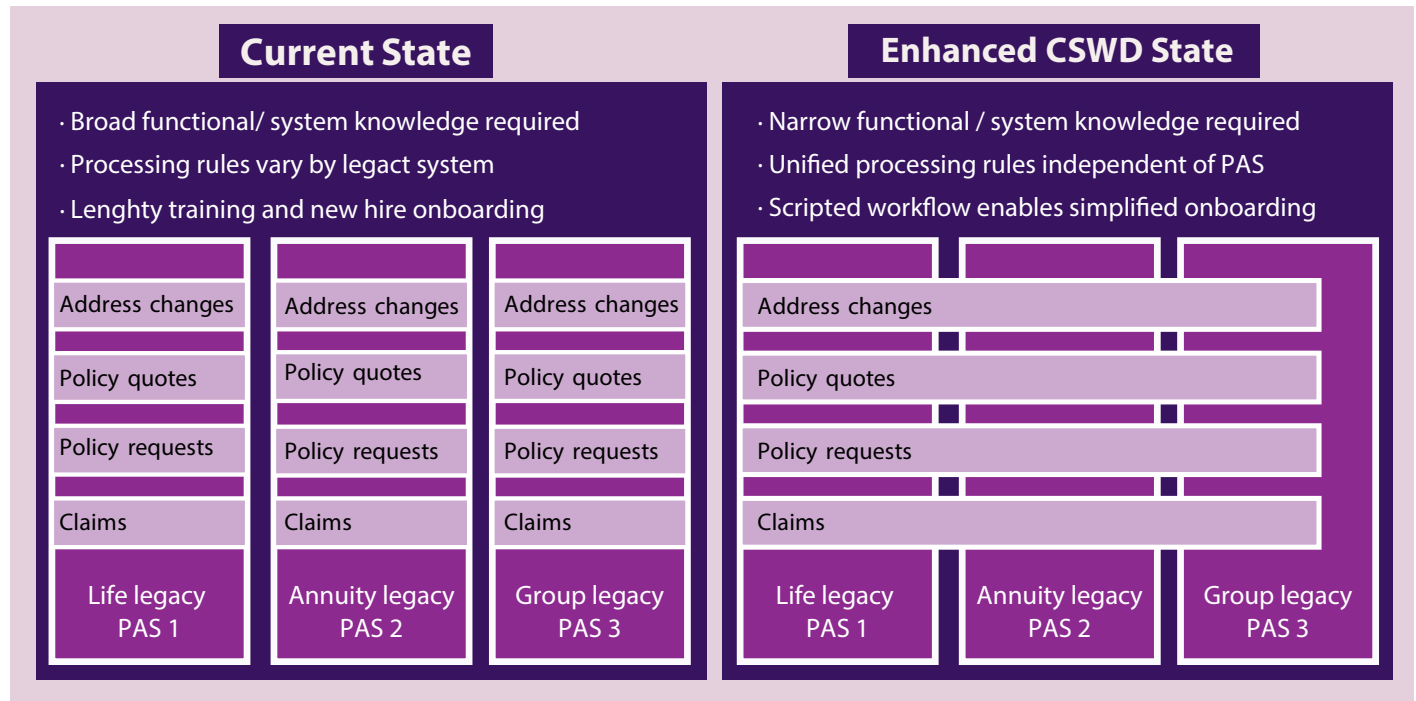
The rapid changes in technology over the past five to ten years have transformed the way companies need to do business to adapt to a changing, and ever more demanding consumer base. Feature rich products are launched in a competitive market space, with increasingly shorter

product life cycles. With ever growing expectations from our clients, brought about by standards set by companies outside of our industry, brand loyalty has given way to Customer Experience.

**Infosys McCamish suite of Customer Service Work Desk (CSWD) products,**

call center, back office, and claims, was developed to change the way we do business as a TPA, and the way you can do business as a carrier. CSWD is more than a front end to a modernized platform, it is a true game changer in the way the insurance business is handled.

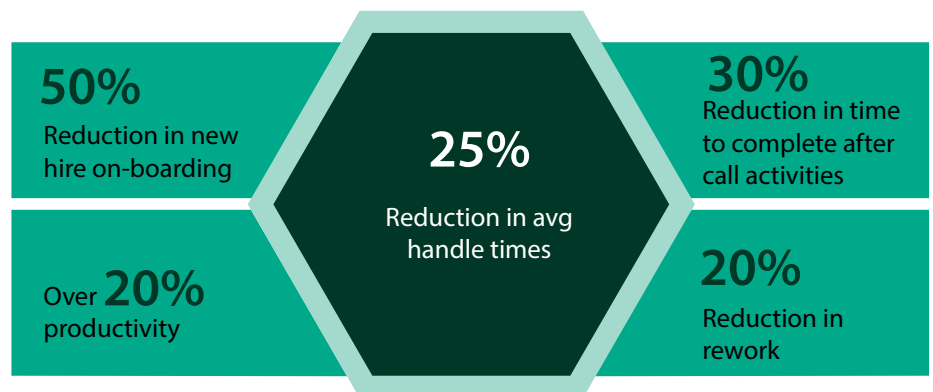
## Configurable business models: Product / PAS vs functional



CSWD is a BPM, workflow, and policy servicing application rolled into one, seamlessly integrating any SOA enabled platform components, including CRM, document management, scan and intake, and legacy policy administration systems.

## Business benefits

Modernization of your platform can begin simultaneously with your latest client centric operational objectives. CSWD enables our platform solution to include integrating your legacy systems and a modernized PAS under a single interface, giving your operations a 360 degree view and a consistent customer experience, all while allowing you to bring new products to market quickly on any new platform.





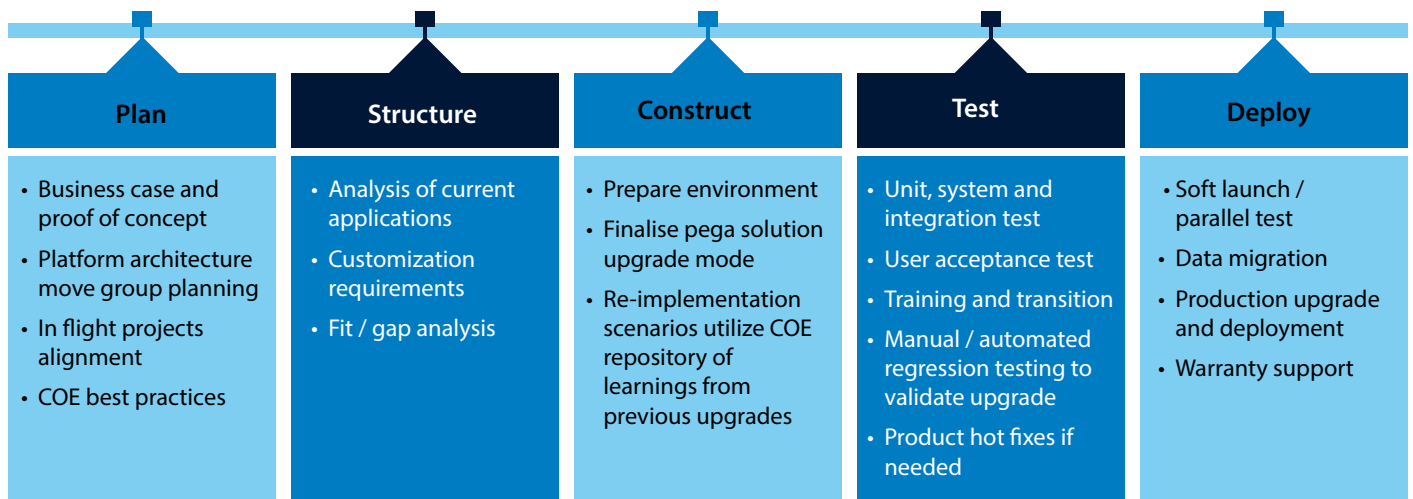
## Enhance the strategic value of your Pega investments with Infosys Pega Refresh Kit

Upgrades are an essential step in realizing the benefits of any critical platform investment and to ensure enterprise reference architecture compliance and continuing product support. In a digital economy, there is a need to evolve quickly in terms of both business processes and technology. Pega upgrades should thus be viewed by an enterprise as an opportunity to enhance the digital experience for customers, employees and partners.

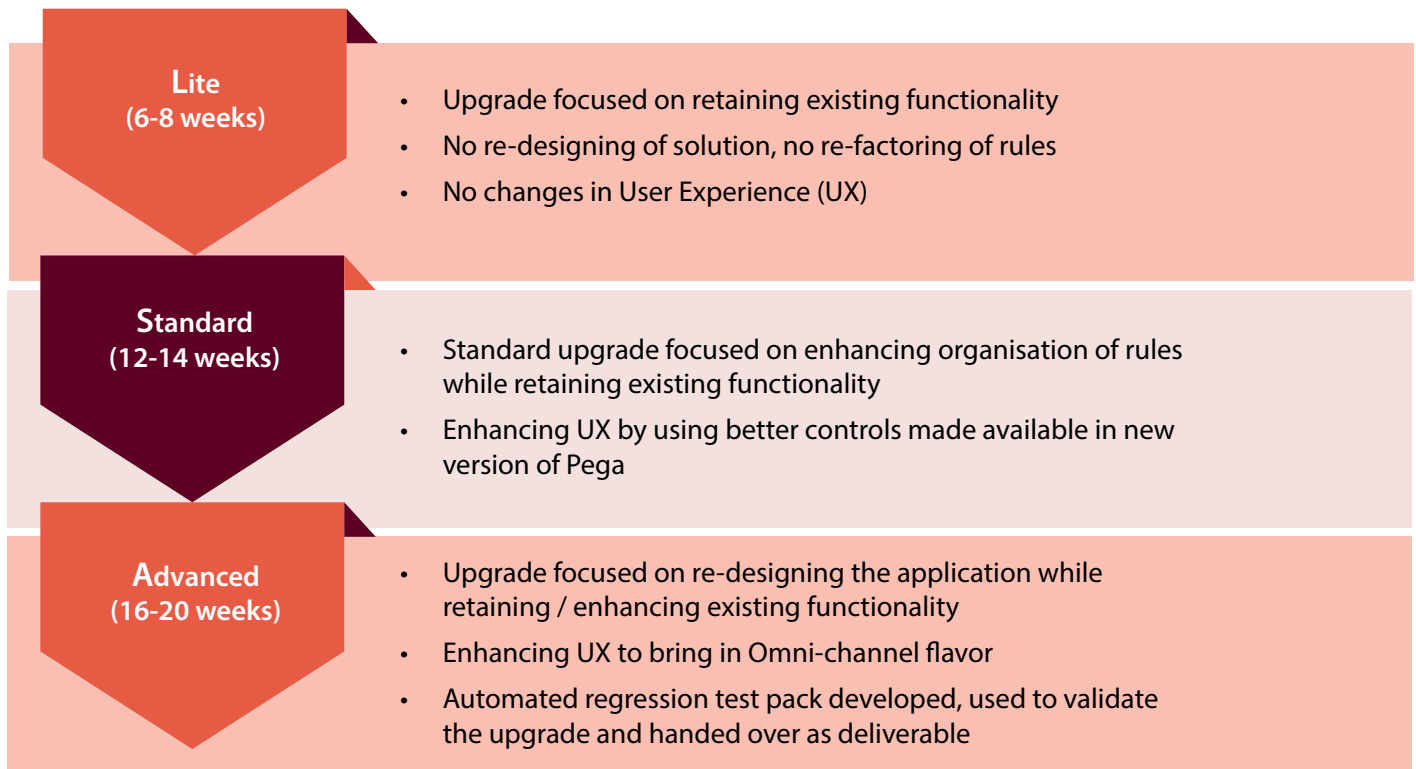
Infosys, as a trusted Pega Platinum Partner, has developed a Pega refresh kit based on strong expertise in Pega programs worldwide. The kit, developed by our Pega centre of excellence, helps visualize how the digitized version of your existing process significantly improves customer experience, by leveraging advanced features available on the platform. Pega refresh kit adoption ensures several client benefits including next-generation platform features (such as mobility and responsive UI), architectural compliance, scalability, and maximizing the product ROI.

## Solution overview

**Infosys Pega Refresh Kit** is tailored to address the end-to-end requirements of any upgrade program, starting from business case preparation to deployment. The focus is on robust execution with minimal business disruption and zero downtime. The kit performs both quantitative and qualitative analysis of existing Pega applications to provide insights that lead to a smooth and seamless upgrade.



Our upgrade packages offer clients predictability in terms of both duration and cost.



## Tools and accelerators

Infosys tools and accelerators helps cover a wide variety of needs ranging from vital upgrades to desirable upgrades. These tools include

assessment frameworks, upgrade investigator for deep dive into the rule base, best-in-class repository of learnings and best practices from

previous upgrade experiences. Infosys also provides support for Pega upgrade certification and automation testing of the platform.

Upgrade Assessment Framework	PEGA Upgrade Investigator	Complete Upgrade Package
<ul style="list-style-type: none"><li>• Helps in faster and structured business analysis for upgrades and builds business cases</li><li>• Analyzes the features and functionalities to be leveraged during the upgrade</li><li>• Targets business users and requires minimal Pega knowledge</li></ul>	<ul style="list-style-type: none"><li>• Provides insights into the rulebase and components which are prone to issues during upgrades</li><li>• Helps in overall sizing of the applications for upgrade</li><li>• Comes up with list of possible hot fixes required based on application code base and out-of-the-box features used</li><li>• Facilitates application validation post upgrade</li></ul>	<ul style="list-style-type: none"><li>• Contains standards and practices developed based on previous upgrade experiences</li><li>• Automation test accelerators to speed up test process with focus on future ROI</li><li>• Ready repository of previous technical issues and solutions to expedite the upgrade</li><li>• Custom coded solution components to minimize complexities and risk</li></ul>

## Benefits delivered

- Predictable Pega upgrade with minimal business disruption
- Reduced total cost of ownership by the virtue of Omni-channel UX – build once for all channels
- Faster time-to-market due to support of rich solution and accelerators repository
- Accessibility to PEGA COE to address any support need
- Complete package from Upgrade to automation to maximize ROI



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