

aws marketplace

Pega Customer Service

Reviews, tips, and advice from real users



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Contents

Product Recap.....	3 - 4
Valuable Features.....	5 - 9
Other Solutions Considered.....	10
Use Case.....	11
Setup.....	12
Customer Service and Support.....	13
Other Advice.....	14 - 15
Trends.....	16 - 17
About PeerSpot.....	18 - 19

Product Recap



Pega Customer Service

Pega Customer Service Recap

Pega Customer Service is a comprehensive platform designed to transform customer engagement through advanced automation and AI-driven solutions, tailored for knowledgeable audiences seeking efficient service management tools.

With Pega Customer Service, businesses can deliver superior customer experiences by leveraging its automation capabilities to streamline communication and processes. The platform supports dynamic case management, providing tailored services that adapt to individual customer needs, ensuring consistent, personalized interactions. Its robust system integrates seamlessly with existing infrastructures, enabling quick implementation and scalability. Room for improvement includes enhanced reporting functionalities and a more intuitive setup process to ease adoption for teams.

What are the key features of Pega Customer Service?

- **Dynamic Case Management:** Handles complex cases efficiently with adaptable, rule-driven processes.
- **AI-Powered Automation:** Automates routine tasks to free up agents for higher-value customer interactions.
- **Omnichannel Engagement:** Provides consistent service across all channels, enhancing customer satisfaction.
- **Real-time Decisioning:** Utilizes data insights to make informed, timely decisions during customer interactions.

What benefits and ROI can you expect?

- **Increased Efficiency:** Reduces operational costs by automating repetitive tasks, boosting productivity.
- **Improved Customer Satisfaction:** Provides personalized interactions that meet the expectations of today's customers.
- **Faster Resolution Times:** Streamline complex cases to resolve issues swiftly and effectively.
- **Scalability:** Easily adapts to business growth, ensuring a future-ready service environment.

Pega Customer Service is widely used across industries like financial services, healthcare, and telecommunications. It provides a flexible framework to meet regulatory demands and enhance customer engagement in these rapidly evolving sectors. Each industry benefits from tailored workflows and data management features specific to their needs, driving innovation and improved service standards.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “It has all the features required for supporting the customer service side, and although we are not using the voice feature, it gives people the flexibility to interact and get real information with real-time information available.”



Kishore-Panathula

Sr. Architect-CLSA at Wipro Limited

- ✓ “Pega Customer Service is scalable.”



Balaji Choda

Architect at American Express

- ✓ “The technical support provided for all the solutions from Pega is of the same quality since they have their own internal teams and the same mechanisms, which are good for dealing with issues of different users.”



Rahul Bilove

Senior Technology Specialist at Aaseya IT Services Pvt. Ltd.



“The product is scalable. It works efficiently for changing existing features.”



Viveklsukapalli

Principal - Low Code at LTIMindtree



“The most valuable feature of the solution is case management and different configurations.”



Mohammed Tafazal

RPA Lead Architect and Manager at a computer software company with 501-1,000 employees

What users had to say about valuable features:

“There are different categories of features.

- One category is **account information**. Under account information, we have contact details, contact history, employment details, limits, card replacements, and card features.
- Another category is **card features**, which include account features, benefit factors, business development services, automation teams, and promotions.

There are different categories like this, and each is specialized by market (corporate, consumer, etc.) and line of business (consumer, corporate, or small business). The market can be in APAC, EMEA, or the UK. It's designed so that each task can be specialized by market and line of business..”

Balaji Choda

Architect at American Express

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“The most valuable feature of the solution is that it helps with the automation of end-to-end journeys for its users. Currently, with the solution's AI, it can respond, detect the voice of a person, or narrate a story to a customer. In simple words, the solution can speak with the customer like a real human being, and if they are not satisfied with the responses from the solution, further enhancements can be made in the AI training and models, the advantages of which can be leveraged at later stages. If a person is not at all satisfied with the responsibility of the solution, then a real human interaction would be required. The solution can also read through the emails and conduct a sentiment analysis based on the customers' responses, which may be on a positive or negative note. The solution can also provide users with suggestions on what needs to be done next..”

Rahul Bilove

Senior Technology Specialist at Aaseya IT Services Pvt. Ltd.

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“We have a customer service application for customer service in a smaller group, and for most purposes, we use the direct platform.

“It is a unified channel that depends upon the business. We do not use all channels, but we leverage them wherever they are applicable.

“The interface is intuitive and depends upon the business. Whenever there is a request for information, we come up with a design and then provide the opportunity to see if it is usable or if they would prefer it in another fashion. Out of the box, it is acceptable.

“It has all the features required for supporting the customer service side. Although we are not using the voice feature, it gives people the flexibility to interact and get real information. Real-time information is available.

“It includes both a dashboard and the customer service front desk UI..”

Kishore-Panathula

Sr. Architect-CLSA at Wipro Limited

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“Unified Agent Desktop- Combines data from multiple systems into a single view, reducing agent effort and improving first-call resolution.

AI-Powered Next-Best-Action (NBA) - Recommends personalized actions in real time, increasing upsell/cross-sell opportunities and customer satisfaction.

End-to-End Case Management - Tracks every customer interaction as a case, ensuring accountability, visibility, and seamless handoffs across teams.

Omnichannel Support - Enables consistent service across voice, chat, email, and social channels, improving customer experience and agent productivity.

Knowledge Management Integration - Provides contextual knowledge articles to agents during interactions, reducing training time and improving accuracy.

Low-Code Configuration - Allows rapid customization of service workflows without deep coding, accelerating time-to-market for new features.

Real-Time Interaction Analytics - Monitors agent performance and customer sentiment live, enabling proactive coaching and quality assurance..”

Verified user

[Read full review](#) 

Global Head of Digital, Process Automation at a computer software company with 51-200 employees

Other Solutions Considered

“Currently, we are not leveraging alternate solutions because we are on the lower version of Pega and not the latest version. Once we do an upgrade, then we will consider them..”

Kishore-Panathula

Sr. Architect-CLSA at Wipro Limited

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Use Case

“The primary use case of Pega Customer Service is to streamline and automate customer service interactions across channels by providing agents with a unified desktop, AI-driven guidance, and end-to-end case management—enabling faster resolution, improved customer satisfaction, and reduced operational costs..”

Verified user

[Read full review](#) 

Global Head of Digital, Process Automation at a computer software company with 51-200 employees

“I worked on customer service management. It's primarily used in the service area.

The customers have a lot of service requests and projects, such as changing addresses, checking inbox or balance summaries, viewing transactions, changing phone or email details, enrolling accounts, and managing user IDs or customer information. All of these fall under the service portal in Pega Customer Service..”

Balaji Choda

[Read full review](#) 

Architect at American Express

Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The setup phase of the solution comes under a certain framework of Pega. Firstly, you need to install Pega, and then you install Pega Customer Service on top of it. The complexity of the solution's complexity setup phase remains the same across most of the products from Pega since one needs to install the original product initially, after which an additional deployment process must be followed. The setup phase until reaching the additional deployment process is a bit complex, but when the additional deployment starts, it is fine since we have the base product installed..”

Rahul Bilove

Senior Technology Specialist at Aaseya IT Services Pvt. Ltd.

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Customer Service and Support

“The technical support provided for all the solutions from Pega is of the same quality since they have their own internal teams and the same mechanisms, which are good for dealing with issues of different users..”

Rahul Bilove

Senior Technology Specialist at Aaseya IT Services Pvt. Ltd.

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Other Advice

“I rate Pega Customer Service an eight out of ten. I want to stay neutral in terms of advice to other users. The purchase decision depends on the business goals they want to achieve and the overall budget. It is a costly product, and all businesses would consider saving money..”

Viveksukapalli

Principal - Low Code at LTIMindtree

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“I really appreciate the fact that Pega Customer Service is growing right now with the introduction of the latest AI features, including modern gen AI, email, and sales automation features. Overall, Pega Customer Service is the leader in the market because it has features that differentiate it from the other tools in the market and adds value to its users since, nowadays, most people prefer AI since they are closely related to it. The biggest benefit of the solution stems from the fact that it is a combination of various solutions that makes it a complete tool for me. Pega Customer Service is one of the very good strategic tools in the market. Pega Customer Service is a great game-changer solution for the BPO industry.

I believe that the solution's interface is good as it is used mostly by the internal users in our company. For businesses, it is a good tool. I won't comment much about the product's UX part. The product fits fine for the use cases it is meant to use. With Pega BPM, there are problems that an end user may face since it may not fit fine for their use cases.

I recommend Pega Customer Service for bigger companies, not smaller ones. I would suggest solutions based on cloud systems to be a good fit for smaller companies.

I rate the overall solution around nine and a half to ten out of ten..”

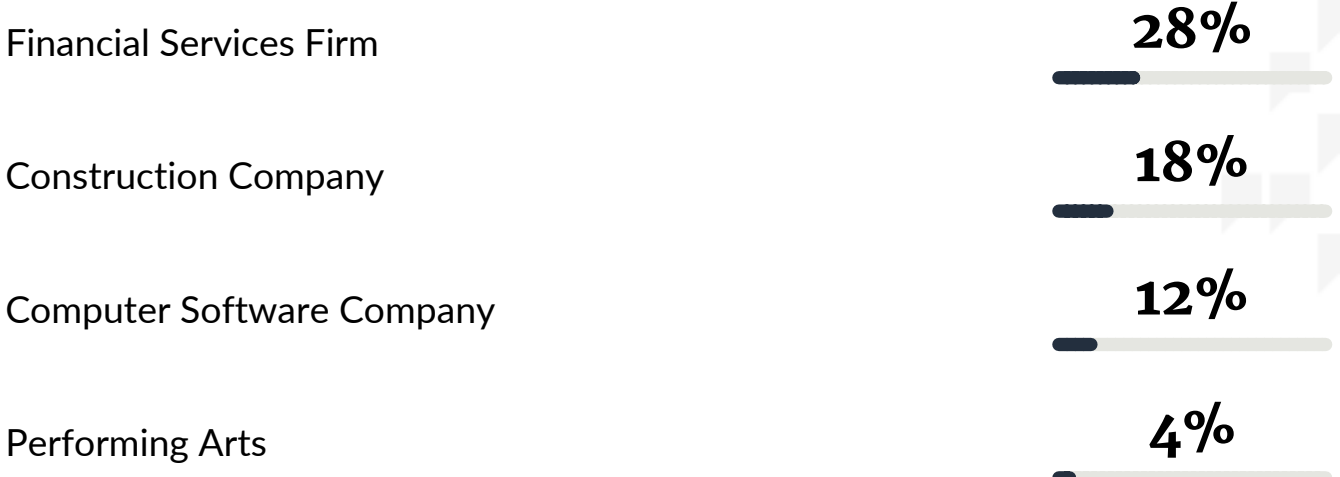
Rahul Bilove

Senior Technology Specialist at Aaseya IT Services Pvt. Ltd.

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Top Industries

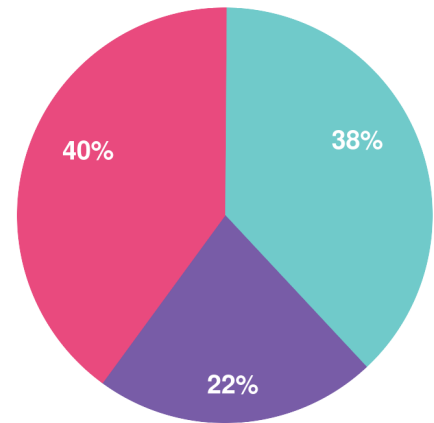
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Company Size

by reviewers

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Large Enterprise Midsize Enterprise Small Business

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