Evoke Technologies

Ethical Debt Management Solution Built on Pega Collections

Summary

The Client is a European-based Technology leader, working closely with the UK government to provide consulting and digital services. They are present in over 25 countries to help their customers drive digital transformation with end-to-end solutions in a wide range of business sectors. As the unforeseen Coronavirus outbreak amplified the world economy fiasco, the client wanted to implement an intelligent Pega-based solution to overcome debt management challenges.

INDUSTRY: IT Services and IT Consulting   **REGION:** UK   **TECHNOLOGY:** PEGA

Challenges

The economic downturn impacted by the global pandemic left countries reeling under pressure. It was estimated that the UK witnessed a 9.8 percent decline in its GDP, which was the largest economic collapse in over 300 years. A lot was at stake for working professionals due to the sudden decrease in wages, lay-offs, and financial uncertainties. The collection of outstanding debts became a daunting task for many organizations. And the client needed to address the challenges in time.

Given the crisis times and the increased numbers of debtors, the Client wanted to implement a comprehensive debt management solution on Pega Cloud. They were looking to minimize losses and control costs while delivering a sensitive service experience for their valuable customers.

Technology support that was required for:

- Digital portal for contact center team
- AI-powered recommendations engine for proposing repayment plans to customers
- Scalable and integrated with the end-user portal, BI reporting tool, and various other systems

Solutions

The Client assessed our Pega Practice capabilities, in-depth knowledge, and implementation expertise before assigning their crucial Pega-based implementation. Given the Pega platform exposure and industry-leading acumen, our Pega-certified technologists were able to help the Client focus on customer-centric experiences, improve collections success and reduce costs.

The client realized our competency in intelligent process automation with adaptive analytics for real-time decisioning to streamline collections from end to end.

- Built robust case management Pega application by leveraging Pega Collections Framework

- Integrated Customer Decision Hub (CDH) application to handle the decisioning components – Strategies and Offer Flows, and engage customers with personalized & responsive service

- Enabled an extensive downstream reporting using Pega's Business Intelligence Exchange (BIX) architecture

- Provisioned the application with framework gap-analysis and design for maximum reuse

- Developed a framework application for re-use across multiple sectors (Health Care/Banking/ etc.)

- Exposed multiple services for customer-facing mobile and desktop application

- Integrated with different channels such as email/chat/SMS for a unified and seamless customer experience

- Integrated Pega Customer Service with Amazon Connect for telephonic capabilities

- Implemented CIS (Center for Internet Security) benchmarks for receiving security accreditation

Results

Our extensive Pega's Collections Framework and Decisioning capabilities helped the client develop a robust system of technology implementations for ethical debt management service. Our team leveraged Pega's cloud-based solution to develop a scalable SaaS product for effective digital enablement across the value chain. The solution we developed will aim to provide business benefits as follows:

- To reduce the cost of collections

- To integrate analytics to automate decision making

- To deliver a consistent experience across all channels – phone, email, SMS

- To provide multi-client support – SS operations team will service multiple clients logically segregated to meet GDPR and other security requirements

Technology Stack

Pega Cloud Services, Pega v8.6, Pega CDH, and Pega Customer Service for FS (Pega Collections)

About Us

Evoke is a leading technology and consulting services provider that caters to clients across North America, Europe, and APAC. We offer innovative, robust, and scalable solutions using cutting-edge technologies like AI/ML, Data Engineering, Cloud, Low-code, and Automation. We operate through 7+ Centers of Excellence (CoEs) and serve our customers across 11 industries.

Contact Us

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21+
Years in the Industry

150+
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CMMI-L3
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