



Delivering the right message to the right customer - every time



Why It Matters Now

Consumers expect personalised, real-time engagement across all touchpoints. Traditional segmentation and campaign models can't keep up. Next Best Action (NBA) powered by AI changes the game.

\$217m

Incremental Revenue (Yearly)

\$385m

Retained Revenue (Yearly)

\$652m

Three-year incremental revenue from next best action experiences

\$1.2Bn

Three-year avoided revenue loss

Source: Forrester Total Economic Impact™ (TEI) of Pega Customer Decision Hub

What Is NBA?

Pega's NBA approach uses AI to recommend the most relevant action for each customer in real time - across sales, service, retention, or even no action at all.

Key capabilities:

Predictive, always-on personalisation

AI-driven arbitration of offers vs. service needs

Real-time decisioning across channels (web, mobile, call centre, etc.)

Empathy-driven engagement, not just transactions

What leading enterprises are achieving:

40%
Cut launch times from 6 to 2 weeks; 40% of NBA actions now non-sales

\$5.2m
\$5.2M revenue from personalised sales paths

+12 NPS
+12 NPS lead over competitors

1 week
Reduced action cycle from 5 weeks to 1

“It’s not just what to sell—it’s what to say next, and whether to say anything at all.”

Fiona Kirk, Head of Customer Decisioning, NatWest

3 Strategic Shifts for Success

01. | From segmentation to 1:1 engagement

02. | From push campaigns to real-time interaction

03. | From channel based execution to centralised decisioning

These changes drive customer loyalty, not fatigue - and create measurable impact on revenue and satisfaction.

The bottom line

AI-powered NBA is not just a marketing upgrade - it's a strategic shift in how you build profitable, lasting customer relationships at scale.

Learn more or explore the full ROI:

pega.com/customer-decision-hub