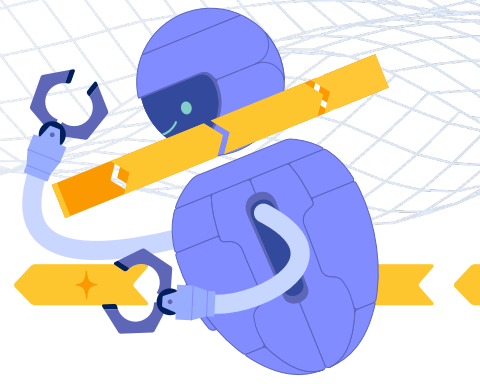




A new standard for CX and operational agility:

From brittle bots to agentic workflows



What's broken: Traditional bots

Years of investment in chatbots have failed to meet rising customer expectations:



Dead-end scripts and hardcoded flows



Massive data burdens and rigid NLP



Fragmented, siloed experiences

Customers expect more than responses - they expect **results**.

What's next: Agentic self-service

We're not talking about smarter bots - we're talking about a paradigm shift.

Agentic AI doesn't just answer queries; it takes action, learns, and connects directly into enterprise workflows.

Pega's approach:



Embed AI into core operations - not as a bolt-on



Connect agents to real systems, data, and logic

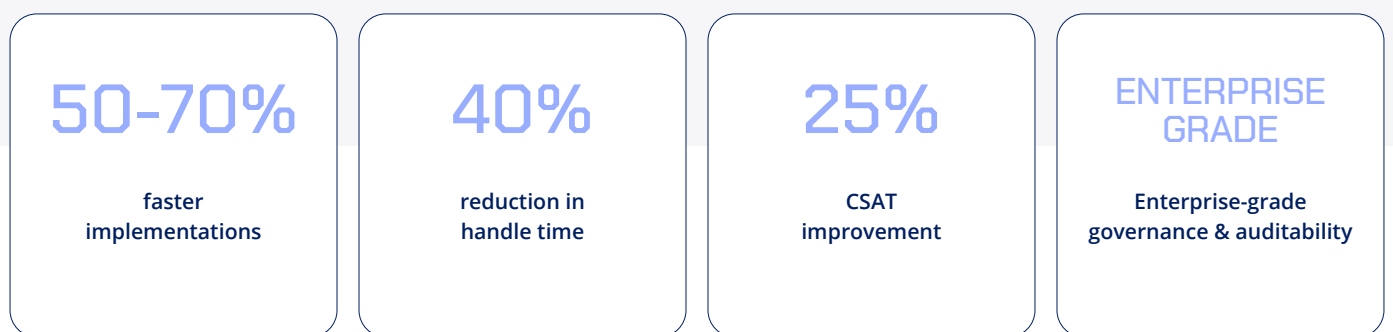


Deliver outcomes, not just answers



Why it matters for the C-Suite

This isn't about incremental improvement - it's about competitive edge:



Agentic workflows turn customer service from a cost centre into a growth engine.

Avoid the common pitfalls

Many enterprises are:

01.

Creating AI silos without integration

02.

Failing governance and compliance standards

03.

Stuck with chatbot "point solutions" that don't scale

The result? Increased complexity, poor ROI, and more frustration.

Let's get started
Agentic AI is here - and it works.

But only when it's built on workflow, not just conversation.

The question isn't if AI will transform your CX. It's whether you'll do it strategically - or reactively.

See what workflow-embedded AI looks like at [pega.com](https://www.pega.com)