



DELIVERING PERSONALIZED FOLLOWER ENGAGEMENT WITH PEGA'S OMNICHANNEL CAPABILITIES

Connecting Millions of Followers through Timely Updates
and Personalized Support

About the Customer

The customer is a global faith-based media organization that produces and distributes inspirational content through television and digital channels. Focused on expanding its international reach, the network leverages modern technology to deliver messages of hope and wellness to diverse audiences.

Engagement Story

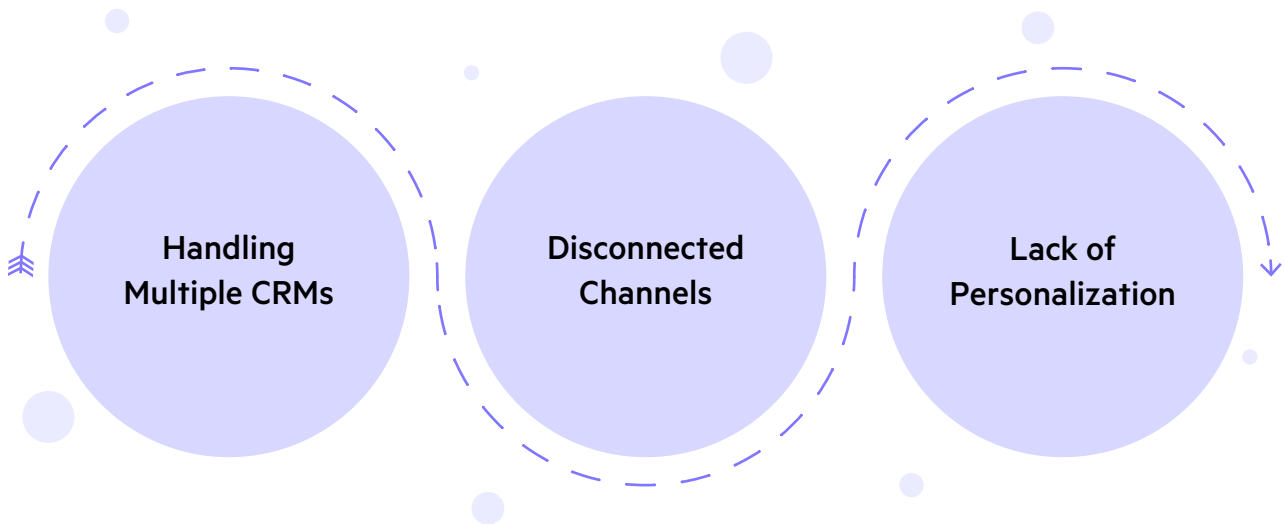
With audiences spanning continents and cultures, the organization faced growing difficulty connecting meaningfully with its viewers. The disjointed systems delayed messages, duplicated content across regions, and made personalized engagement fall through the cracks. The result was a fragmented experience that diluted the organization's mission and strained its ability to respond in real time.

Recognizing the need for change, the organization partnered with EvonSys to unify its outreach under a single, Pega-powered omnichannel framework. The new system brought every channel and language together, creating one connected experience that allowed the organization to engage each audience personally, consistently, and at the right moment.

Disjointed systems caused delays in responses, created inconsistencies in messaging, and lost personalized engagement.

Key Business Challenges

With its massive global following, the organization hit roadblocks in delivering personalized experiences



Handling Multiple CRMs

Managing three CRM systems slowed response time; extending service without interruptions was complex. Moreover, developers must make the exact change three times.

Disconnected Channels

The followers felt outraged by the lack of consistent support and communication. The team's insights into follower behavior were limited, making it challenging.

Lack of Personalization

Campaigns were too generic. Without predictive capabilities, the systems couldn't tailor offers or messages to individual needs.

Multiple CRMs created silos that slowed service, blurred context, and broke continuity.

Desired Goals

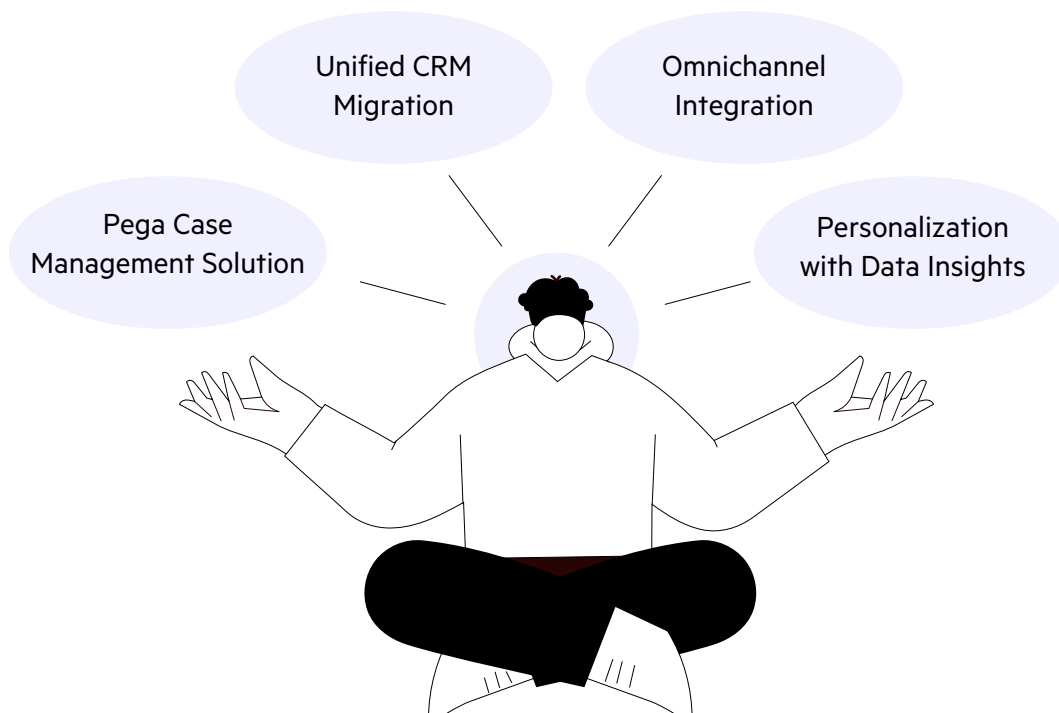
The organization set out to:

- To build an omnichannel platform to ensure consistent messaging across platforms.
- Migrate the contacts to one unified messaging system.
- Predict follower needs and deliver personalized offers and messages.

The goal was to deliver seamless, measurable, and personalized engagement across every channel while consolidating multiple CRMs into one.

Solution

Based on the client's business objectives, EvonSys helped with deploying Pega for an omnichannel system.



Pega Case Management Solution

Built automated workflows to manage correspondence courses, prayer requests, and offers with zero service disruption.

Unified CRM Migration

We helped the client to successfully migrate all contacts, activities, and offer requests into a single unified CRM system.

Omnichannel Integration

Implemented Pega Unified Messaging to seamlessly connect channels like WhatsApp, Webchat, Facebook, Twilio, and Email.

Personalization with Data Insights

EvonSys helped to leverage data insights to predict offers, tailor interactions, and keep every follower's journey unique.

With Pega, the client brought every channel, workflow, and dataset into one powerful hub, enabling personalized engagement at scale.

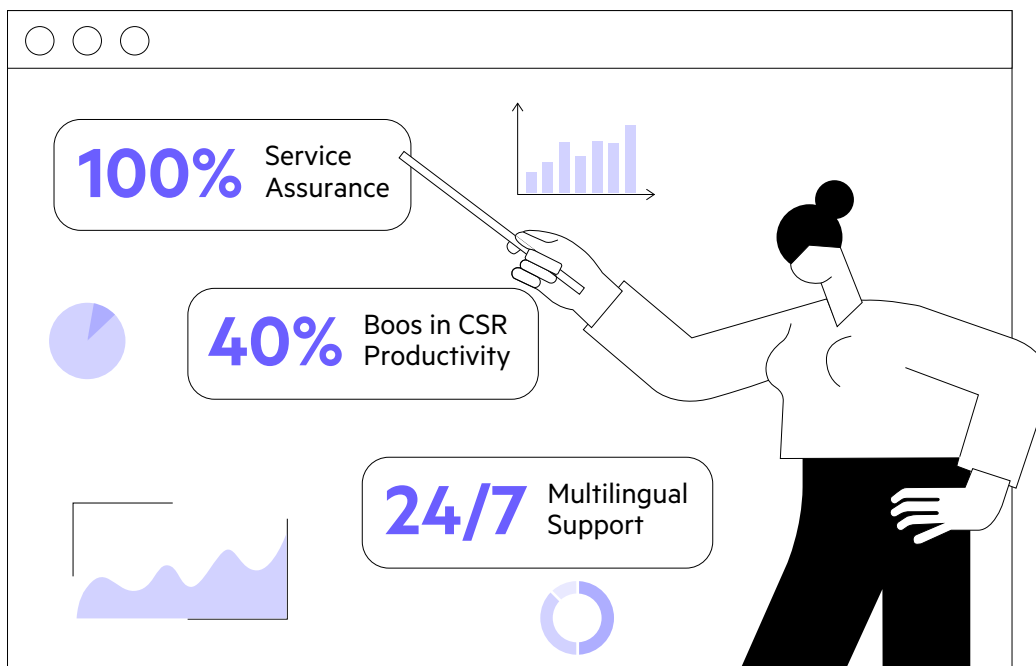
Key Activities Involved

The transformation includes various activities:

- Merging three CRMs into one centralized system.
- Activated new communication channels for instant global reach.
- Automated case management for requests, offers, and campaigns.
- Equipped customer service representatives with live chat, mobile app, and unified data access for faster response.

Business Outcome

By consolidating multiple CRMs, integrating omnichannel capabilities, and enabling personalization, the organization was able to strengthen connections with existing followers.



40% Boost in CSR Productivity

Faster resolutions and smarter workload management through live chat and mobile tools.

100% Service Assurance

Every follower request is now tracked and addressed without falling through the gaps.

Expanded Global Reach

Targeted marketing campaigns connected with both existing and new followers.

24/7 Multilingual Support

CSR teams from multiple geographies now provide continuous support via the unified platform.

Stronger Follower Engagement

Personalized experiences across channels strengthened the bond with millions of followers.

Simplify complex processes with EvonSys

Give your customers a personalized
experience at every touchpoint through
Pega-powered omnichannel.

Talk to our experts



www.evonsys.com

