Odigo for Pega CRM: Design and deliver CX on any channel

Since 1983, Pega has provided scalable, low-code platforms which help businesses navigate industry changes. For large organisations where accuracy and efficiency are crucial, add Odigo's 35 years of voice technology experience to Pega's CRM (customer relationship management) abilities building RPA (robotic process automation) and BPM (business process management). This teamwork delivers smarter, faster responses by seamlessly integrating Odigo for Pega OpenCTI events into Pega's case management with real-time decisioning apps.

As a Contact Centre as a Service (CCaaS) solution provider, Odigo is committed to scalability and openness. By leveraging the robust capabilities of Odigo for Pega OpenCTI through the Pega platform, organisations can boost functionality while maintaining Pega's commitment to low business complexity. Odigo's CTI events go through refined natural language qualification and advanced routing, before being processed by Pega Call. This then captures interactions into a workflow and triggers screen pops in the Pega interface.

Enhance Pega's CRM with Odigo enterprise-quality functionalities

- **Engage agents and drive efficiency**
  Intuitive tools integrated into the Pega interface and workflows

- **Inform every interaction**
  Contact overview and refined qualification details thanks to natural language expertise

- **Odigo's +30 years expertise**
  Benefit from Odigo core functionalities with our routing engine designed to handle large volumes of interactions. Contextual routing is a tailor-made customer engagement strategy built on multiple routing and distribution rules

- **Leverage available expertise**
  Advanced routing and distribution rules alongside status and skill management

- **Enable complete call management**
  Inbound, outbound, call-back support and click-to-call as well as hold, resume and transfer capabilities

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About Odigo

Odigo provides Contact Centre as a Service (CCaaS) solutions that facilitate communication between large organisations and individuals using a global omnichannel management platform. With its innovative approach based on empathy and technology, Odigo enables brands to connect through the crucial human element of interaction, while also taking full advantage of the potential of digital. A pioneer in the customer experience (CX) market, the company caters to the needs of more than 250 large enterprise clients in over 100 countries.

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Customer experience inspired by empathy, driven by technology

Contact centre simplicity powered by teamwork

Greater customer satisfaction

Route straight to resolution: with one of the best routing engines on the market, take advantage of contextual routing, advanced distributing rules and complex overflow strategies for a quality of service that exceeds not only needs but expectations.

Secure and personalised service: natural language qualification and channel-less strategy bypass unnecessary repetition to provide customer answers in record times.

Improved agent workflows

Augment agent decisions: Odigo's CTI events are processed by Pega Call, triggering screen pops within the Pega application.

Integrated and intuitive: additional functionalities via a single interface to bypass extra complexity, so agents can concentrate on the customer.

Continued improvement: recording, call listening and the ability to manage skills and status mean agents can grow and learn from new challenges.

Enhanced business processes

Exceed today's expectations: increase customer lifetime value with rich omnichannel capabilities that can be built into adaptable workflows.

Interact with accuracy and efficiency: complete interaction histories fuel AI accuracy and personalisation which unlock even greater contact centre efficiency.