FOR IMMEDIATE RELEASE

BUILD FOR CHANGE
Revolutionizing Customer Engagement
Through Continuous Digital Innovation
By Alan Trefler
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"The cry for leaders and managers to wake up to the changing business landscape
and the importance and power of technology is not new . . . what is new is the approach to
the digitalization of the enterprise that this book lays out . . .It is time to think radically about
how technology plays and works in your enterprise."
–James Champy, coauthor, *Reengineering the Corporation*

WARNING – THE CUSTOMERPOCALYPSE IS COMING.
IS YOUR BUSINESS READY FOR REVOLUTIONARY CHANGE?

In BUILD FOR CHANGE, Alan Trefler, CEO of Pegasytems, Argues for
A Complete Overhaul of How Businesses Think About and
Use Technology to Create Customer-Centric Organizations

"Is your company prepared for the Gen D future, or is it heading toward life support," asks Pegasystems CEO Alan Trefler in his new book **BUILD FOR CHANGE** (Wiley, June 2014). "A lot of companies across the globe are going to die over the next few years, not because of macroeconomic stress, but because there is an emerging generation that is radically changing the rules of customer engagement." In **BUILD FOR CHANGE**, Trefler shows exactly what companies can do to turn the coming "customerpocalypse" into one of the biggest business opportunities of the decade.

First they will need to understand the new customer, his or her expectations and demands. Then they will need to change the way they think about and use technology to achieve a smooth, integrated customer experience across all business channels. Based on more

- more -

than 30 years leading Pegasystems, and working with some of the world's most successful

companies, Trefler presents innovative solutions for addressing these issues in **BUILD FOR**

CHANGE, including:

Understanding Gen D – The most important thing to know about this powerful generation is that they do not want to be sold to. They want to discover you. If they feel manipulated or let down, they have no compunction in destroying your company through their prodigious use of the Internet and social media.

Death by Data – Big data can kill your business. Is more necessarily better? More data does not automatically translate into a better view of the customer. In reality, it only tells you *who* the customer is and what he or she did in the past. It's easy to make mistakes based on data overkill. The challenge going forward is to find a way to use data that makes sense.

Adding Judgment and Desire - When you combine data with *intent*, the information is put in context. You can understand *why* that customer comes to you and *what* your business wants to achieve with that customer. With judgment added to the mix, data can be used to figure things out in a considerably more powerful way than looking at data alone.

Getting It Done with Customer Processes – Customers want their interactions and experiences with your company to be personalized, and unique to their individual situations. Instead of using an outside-in approach, most businesses tend to impose broken, inside-out processes on their customers. Even the best of these, the ones that make customer experiences better than their competitors, are more about the business than the customer. It's time for businesses to rethink their processes completely from the customer perspective to achieve the promise of end-to-end digital transformation.

Changing How You Think about Technology – IT people are too often trapped in archaic ways of creating software and thus fail to deliver the systems that businesspeople need. This leads to zombie systems that cripple the business or the introduction of manual and rogue systems developed to circumvent the enterprise technology. It's time to change how business and IT people interact, and completely rethink how the precious software that is central to digital transformation is created and evolved. Only through alignment in their thinking and radically different approaches will they succeed in developing the needed new digital systems to enhance the customer experience and allow the organization to function at the highest level.

Liberating Your Organization – It's essential to break the grip of channels and silos. All processes must function in an integrated fashion across the entire organization, or the customer experience will be jagged and often unhelpful. Driving the change to a customer centric world may benefit from new executive positions for a chief process officer (CPO)

and/or a chief customer officer (CCO). This also means changing the CFO's perspective on how the investment in business technology is evaluated. Intergrating siloed business functions into to a new "Business Technology" paradigm, and powering them with a new approach to software, are prerequisites for the continuous digital innovation needed to win.

 "Your survival as a business depends on whether you can and are willing to change your thinking. The up-and-coming Gen D does not care whether you live or die. But you can have them as customers, as long as you respond to them in ways that are unlike anything you have done before," says Trefler.

Filled with examples of highly successful companies like American Express and Lush as well as companies that long ago faded away, **BUILD FOR CHANGE** is a hands-on guide for any business that wants to flourish despite the coming customerpocalypse. Trefler's bold and timely insights are a wake-up call to leaders in all industries, both large and small, in the U.S. and abroad.

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About the Author
Alan Trefler, author of **BUILD FOR CHANGE**, is Founder, CEO, and Chairman of Pegasystems. His awards include being named The American Business Award's "Software CEO of the Year" for 2009 and "Public Company CEO of the Year" in 2011 by the Massachusetts Technology Leadership Council. Alan's interest in computers originates from collegiate involvement in tournament chess, where he achieved a Master rating and was co-champion of the 1975 World Open Chess Championship. Alan holds a degree in economics and computer science from Dartmouth College.