

Converting Clicks to Repeat Business: Frozen Foods Provider

Client

The client is a leading frozen foods provider.

Situation

For this global frozen foods giant, responding to the online customer required an Internet platform that both attracted and retained online customers. The client hired Cognizant to help create a comprehensive Web-enabled solution that maximized online order volume. The innovative solution that included a customer e-loyalty program helped the client reach out to new online customers and cross-sell and retain existing online customers.

The client felt the need to explore innovative Internet-based programs to increase sales. While there was some customer traffic at the client's existing Web site, increasing this traffic, converting traffic to customers, and retaining these customers was a business challenge.

Solution

The client selected Cognizant based on Cognizant's proven technical ability, extensive experience, Consumer Goods industry knowledge, and cost-effective global delivery model.

Cognizant conceptualized and developed an end-to-end Web-based e-loyalty solution that apart from managing the business processes, such as Product Listing, Order Placement, and Order Payment, also included a point program that rewarded loyal customers. The solution recommended that the client tie up with third-party merchandise vendors whose goods, such as cookware and kitchenware, complemented the frozen foods product line.

The solution was easy to use and found great acceptance from online customers who now ordered more online and redeemed their points for other goods. There was an increase in the number of new customers to the Internet site. The solution helped enhance the online experience of customers and convert Internet clicks to repeat business, thereby impacting top-line growth and driving customer focus.

Technologies used included Microsoft Windows 2000 Server with IIS, Microsoft SQL Server 2000, Microsoft Transaction Server, ASP.Net, C++, Microsoft Message Queue, and INKTOMI Server. The project team worked closely with marketing personnel to design and build an e-loyalty program for online customers. The solution is improving online sales and has resulted in substantial dollar growth.

"We continue to deepen our relationship with Cognizant because they are team-oriented, highly responsive, provide flexibility and scalability to quickly ramp up large project teams, and have multiple competencies"- Tim Brennan, IT Director, US Cold Storage

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting and business process outsourcing services. Cognizant's single-minded passion is to dedicate our global technology and innovation know-how, our industry expertise and worldwide resources to working together with clients to make their businesses stronger. With more than 50 global delivery centers and approximately 78,400 employees as of December 31, 2009, we combine a unique onsite/offshore delivery model infused by a distinct culture of customer satisfaction. A member of the NASDAQ-100 Index and S&P 500 Index, Cognizant is a Forbes Global 2000 company and a member of the Fortune 1000 and is ranked among the top information technology companies in BusinessWeek's Hot Growth and Top 50 Performers listings.



Cognizant
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