

Knowledge Optimization Solution for High Tech Customer Support Group

High Tech industry is hyper competitive and one of the key growth levers is retaining loyal customers. Handling customer interactions effectively and sharing customer insights within the organization is imperative to boost sales and drive business strategy. Today customer retention along with up-selling and cross-selling has become an essential cornerstone for business growth and success. Increased product complexity and disruptive technologies are making it harder to keep customers satisfied. This scenario shifts the focus on Customer support to be a key differentiator.

A conventional approach followed by Hi-tech organizations to address the above problem is to develop a knowledge base of solutions. Usually all the associated product documentation is stored in the knowledge base. Customer support representatives refer this knowledge base to solve their problems.

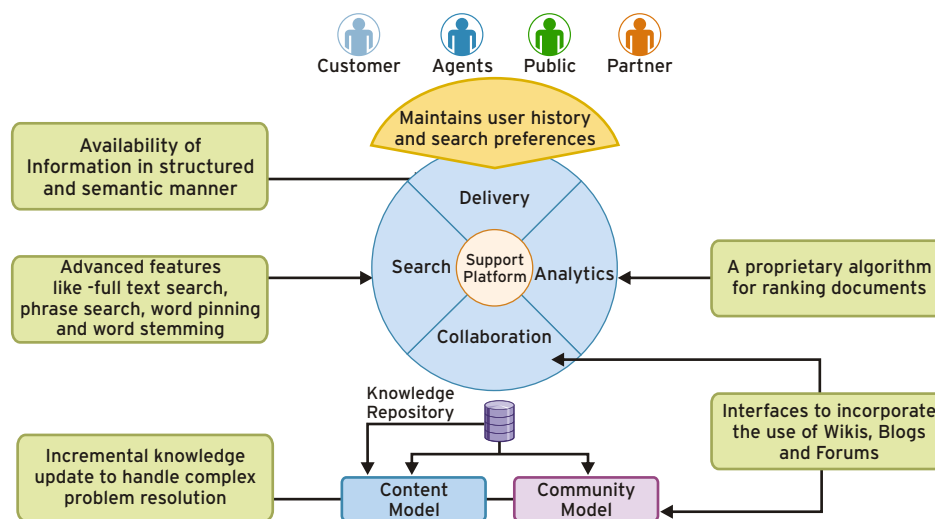
However this approach carries a host of challenges, like

- Content duplication
- High-dependency on skilled personnel
- Short history of client problems & solutions
- User dissatisfaction with irrelevant documents
- High ticket closure time

We at Cognizant provide a focused Knowledge Optimization solution which is scalable and simple to implement. You can achieve a competitive edge by delivering the same level of service across multiple support channels, curtailing support cost, improving productivity and enhancing customer loyalty.

The solution features include:

- Consolidated Knowledge Repository
- Intelligent Self Service - Empowering Customers
- Improved Content Quality with Analytics
- Premium Access to Partners/Agents



Knowledge Optimization Solution Architecture

Consolidated Knowledge Repository

A consolidated Knowledge Repository is the heart of an effective customer Support system. This information source is constructed by a set of Cognizant developed IP. Our IP optimizes the task of connecting, gathering and refining the data from organizations existing systems. This mainly consists of crawling Siebel solutions, Clarify solutions, Blogs, Wikis and Product Help Files. These crawlers can be customized to meet the specific needs of your organization.

Intelligent Self Service - Empowering Customers

Customers have a better understanding of the problem. Knowledge Optimization empowers them to solve these problems independently; this not only improves efficiency of the support system but also empowers them and have confidence in the products/services. This helps increase customer satisfaction, driving loyalty to the company's products and offerings.

Cognizant has proven its expertise in this field. Our solution's key features, like unified search across multiple content sources, multi-lingual search and spell check deliver a gratifying customer experience.

Improve Content Quality with Analytics

Having the right content at the right place and at the right time can do wonders to the support organizations. This can reduce ticket closure time; improve system

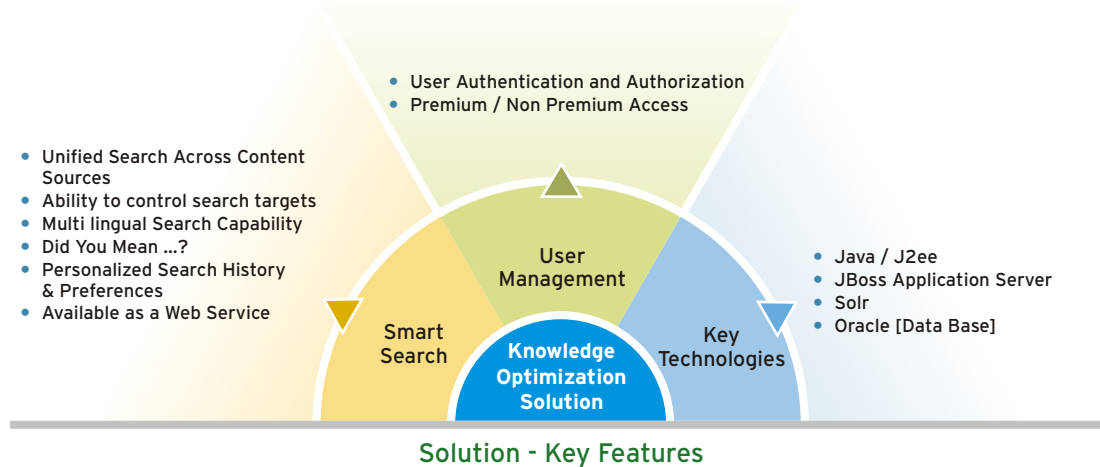
efficiency; and, most importantly, drive customer satisfaction. Cognizant's Knowledge Optimization enables customers to submit feedback for its solutions. This feedback is looped back into the knowledge base algorithms to calculate and improve the solution relevancy.

Premium Access to Partners/Agents

Knowledge Optimization provides a role-based access to the contents of the Knowledge Repository. Organizations can charge customers by offering them access to exclusive information that is more comprehensive than the freely available content. This increases the average revenue per user.

Enhance Customer Support System with Cognizant

Cognizant has an extensive experience in implementing various Knowledge Optimization solutions for customer support organizations in Hi-Tech industry. Cognizant's expertise in Customer Support solutions has helped organizations achieve better support efficacy and an increase in productivity. We at Cognizant have developed a robust ROI Calculator to measure the benefits realized by our clients by We believe with our solution IP, enhanced support content quality, smart search features and improved operational efficiency your organization would be empowered to retain a highly satisfied customer base



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 40 global delivery centers and approximately 59,500 employees as of September 30, 2008, 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.

Start Today

For more information on how to drive your business results with Cognizant, contact us at: inquiry@cognizant.com or visit our website at: www.cognizant.com



Cognizant | Technology
Passion for building stronger businesses

World Headquarters

Cognizant Technology Solutions
500 Glenpointe Centre West
Teaneck, NJ 07666 USA
Ph: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277
Email: inquiry@cognizant.com

European Headquarters

Cognizant Technology Solutions
Haymarket House
28-29 Haymarket
London SW1Y 4SP UK
Phone: +44 (0) 20 7321 4888
Fax: +44 (0) 20 7321 4890
Email: infouk@cognizant.com

India Operations Headquarters

Cognizant Technology Solutions (I) Pvt. Ltd.
#5/535, Old Mahabalipuram Road,
Okkiyam Pettai, Thoraipakkam,
Chennai, 600 096 India
Ph: +91 (0) 44 42096000
Fax: +91 (0) 44 42096060
Email: inquiryindia@cognizant.com