



Cognizant Digital Operations: Travel & Hospitality

**Transform operating models to
improve guest experiences**

Cognizant[®]

Travel, food service, restaurants and hospitality companies are challenged to transform operating models. This is essential to facilitate the delivery of engaging customer experiences and expanded loyalty ecosystems. A transformed operating model is critical for activating and managing interactive and on-site guest experiences that are responsive to customers' needs.

To succeed today, companies must reinvent business operations and harness cloud, data, automation and artificial intelligence (AI) to improve efficiency and agility. These domains help create customer-centric operations that adapt quickly to customer demands, industry trends and disruptions. Digital platforms and managed services are necessary to effectively deliver intelligent sales and customer service operations. Data and AI must also be leveraged to innovate and personalize loyalty programs and lobby and guest experiences.

Cognizant combines digital platforms and capabilities with proven industry expertise and managed sales and customer support services. We help companies create engaging experiences with the lowest total cost of ownership, reducing costs and minimizing financial risks.

Learn why 18 of the top 60 travel & hospitality companies work with us and why Everest named Cognizant a Leader in Business Process Services Delivery Automation.

How we work

Consulting

We help you reimagine operations to solve complex performance, customer experience and cost issues. Using a digital first approach to transformation, we bring together digital platforms, intelligent process automation, AI and other digital capabilities to improve operational speed, efficiency and agility.

Implementation

We bring your digital plans to life by transforming your processes, technology and workforce to minimize friction and reduce risk throughout your enterprise. Combining industry expertise with domain knowledge, we ease the pain of implementing digital operations.

Managed services

We simplify how you work and reduce your total cost of ownership through a combination of people, processes and technology delivered as a service. Implementing outcome-based commercial models, we share the risk and reward of achieving your goals.



Restaurants are reducing in-store troubleshooting 74% with intelligent support services.

The travel & hospitality segments we serve

Real estate and property services

Implement digital operations to improve efficiency, agility and intelligence, streamline and automate administration processes, and innovate products and services for growth.

Restaurants and food services

Transform business processes to simplify workflow, improve agility, and make customer service and finance processes adaptable to constant change.

Travel intermediaries

Implement managed services to reduce cost, improve efficiency and productivity, and apply data and insights to innovate products, service and customer experiences.

Travel suppliers

Apply business process transformation to innovate in-person and digital guest experiences and improve efficiency, agility and intelligence to grow revenue.

Our offerings and platforms

Cognizant® Digital Marketing Operations

Improve campaign effectiveness to maximize value and return on investment. Utilize data-driven insights to advance and develop your products and services, resulting in increased customer satisfaction, usage and business growth.

Cognizant® Digital Finance and Accounting

Transform finance and accounting operations into a value generator for your organization. Apply next-generation digital capabilities to enhance existing investments and turn procure-to-pay, order-to-cash, record-to-report and financial planning into valuable business insights.

Cognizant® Digital Store Support

Ensure uptime of stores to reduce revenue leakage and employee downtime and to increase customer satisfaction. Digital store support services enable quicker issue resolution and faster checkouts.

Cognizant® Digital Customer Service

Achieve new revenue-generating opportunities for your organization with next-generation customer service. We enable you to deliver proactive, predictive interactions across all your customers' preferred channels to deliver more efficient, effective and enriched experiences.

Cognizant® Intelligent Process Automation

Elevate workforce productivity by automating specific functions as well as end-to-end business operations. Leveraging leading automation platforms, we partner with you to improve workforce productivity and streamline customer experiences to drive business performance and growth.



Eight of the top 30 hospitality companies and 10 of the top 30 travel companies rely on Cognizant solutions.

In the real world



A global leading donut and coffee chain with 9,000+ stores needed to **increase the quality of its help desk service**. By partnering with the company, we developed and implemented a solution for enhanced support, including an extensive knowledge database and interactive analytics offering. Within 30 days, 90% of the client's locations were enrolled in the new approach, and it recognized a 47-second reduction in help desk handling time.



A casual dining restaurant chain with 500+ locations wanted to **improve its support processes and reduce the number of escalated troubleshooting calls** it received. We transformed its technical support desk to leverage automation. This resulted in a 74% reduction in average resolution time and a 39% decrease in escalated tickets.



A leading U.S. quick-serve restaurant chain with 1,200+ locations was looking to **transform, optimize and automate** its service desk. We integrated a new solution incorporating automation tools and quality analytics. Post implementation, the client was able to realize an increase of 10% in first-call resolutions and a 26% decrease in average handling time.

What sets us apart

Industry experience

Eight of the top 30 hospitality companies and 10 of the top 30 travel companies trust and rely on us to solve complex business, operations and technology issues.

Digital talent

Our travel & hospitality operations specialists help clients develop, implement and manage improved operating models and optimize customer experiences across North America, Europe and APAC.

Global delivery centers

Clients benefit from over 100 delivery centers located across the world, strategically positioned to provide cost-effective and integrated near-shore, offshore and onshore managed services, innovation labs and centers of excellence.

Digital ecosystem

Our business is uniquely organized across digital business, digital operations, and digital systems and technology to provide clients everything they need to tackle enterprise-wide digital transformation and gain an edge over their competitors' niche capabilities.

Alliances

We maintain over 248 partnerships with industry-leading technology companies and routinely grow capabilities and upskill associates to keep clients' solutions at the forefront of industry innovation and breakthrough digital technology advancements.

Subscription services

Managed services are backed by outcome-oriented commercial models that help clients instantly lower total cost of ownership and provide simple and predictable pricing, similar to today's leading consumer subscription services.



Cognizant—a recognized leader

FORRESTER[®] Leader in Robotic Process Automation Services
Q4 2019 Vendor Assessment

Everest Group[®]
PEAK
M A T R I X[™] Leader in Business Process Services Delivery
Automation 2018 Vendor Assessment

FORRESTER[®] Leader in Digital Process Automation Service
Q3 2018 Vendor Assessment

By the numbers

8 of the **top 30**

hospitality companies rely on
Cognizant solutions

Ranked **193**

on the Fortune 500

10 of the **top 30**

travel companies rely on
Cognizant solutions

100+

global delivery centers

3 of the **world's**

leading restaurant chains rely on
Cognizant solutions

Connect with us



Sandeep Bhasin

Sandeep.Bhasin@cognizant.com

Phone: +1 201 286 9762

[in](#) Connect on [LinkedIn](#)

About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 193 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us [@Cognizant](#).

Cognizant

World Headquarters

500 Frank W. Burr Blvd.
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

1 Kingdom Street
Paddington Central
London W2 6BD England
Phone: +44 (0) 20 7297 7600
Fax: +44 (0) 20 7121 0102

India Operations Headquarters

#5/535 Old Mahabalipuram Road
Okkiyam Pettai, Thoraipakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060