

## Case Study: Retail

# Digital Customer Service Solution Increases Sales for Beverage Company

Omnichannel engagement capabilities quench customers' thirst for self-service while opening new revenue channels.

Our client, a large food and beverage company, wanted to upgrade its business-to-business (B2B) customer engagement capabilities. Its customers include restaurants, schools, hotels, big box retailers, convenience stores, cruise lines, amusement parks and more. They were required to place product orders and make queries via a single call center, but this was costly and inefficient. Our client suspected it was losing business while call center operations costs increased because critical features, such as self-service options, speed and convenience, were not being delivered to the customers.

In addition, the client's B2B marketing campaigns were labor intensive, making it difficult to measure and execute. Each email required manual input of an individual email ID number. The client also could not track emails to see which customers opened them or took advantage of their offers. With so little insight into customer behavior, the client's campaigns tended to be broad-based rather than targeted.

The client was eager to address these issues, but did not have the capital resources, expertise or support

## At a glance

A large food and beverage client wanted to upgrade its customer engagement capabilities from telephone-only contacts, but had limited resources to do so. We deployed Cognizant Digital Customer Service, an integrated solution that utilizes omnichannel contacts, B2B e-commerce, marketing automation and sophisticated analytics to improve sales and service.

## Outcomes

- \$150 million increase in sales
- Customers have seamless service experience across all channels
- 20% increase in contact center
- Automated and efficient marketing campaign management

necessary to build and implement an omni-channel strategy, even though it would better serve its customers and increase the performance of its marketing campaigns.

## Serving Up Digital Engagement

To meet the client's business objectives, we utilized Cognizant Digital Customer Service – a comprehensive solution that encompasses channel management, e-commerce, marketing automation and sophisticated analytics.

We initially implemented our multichannel contact engagement platform, which supports intelligent voice response (IVR), telephone, chat, video, fax, documents, email and mobile contacts. Data from these channels is integrated into an intelligent desktop that enables contact center personnel to interact with customers more efficiently. This helps ensure B2B customers have seamless experiences regardless of the channel they use to connect with the client.

In addition, we built a comprehensive e-commerce and marketing web-based portal within nine months. From this website, customers may (1) order products, supplies and equipment, (2) request service and track tickets and (3) manage orders and delivery 24/7. It is also a marketing tool for the client, showcasing new products, consumer insights, and food trends and recipes. Now, B2B customers can place orders and access account information at all times of the day via the website. As a result, the client receives 15% of its orders outside of regular working hours.

The solution also incorporates Oracle® Eloqua, a marketing campaign automation tool. The client uploads campaigns to the platform and can easily segment its offers. The platform tracks delivery, open rates and which customers accept offers. This data feeds advanced analytics tools to reveal customer ordering patterns and other business intelligence. The client can now

- Sophisticated analytics improved relevance of offers made to customers
- Gain-share delivery model created a true partnership based on success between the client and Cognizant

quickly generate new campaigns tied specifically to the needs of focused customer segments, improving conversion rates. Further, our client can identify and contact new, highly valuable customers and locations with relevant offers.

Since implementing the solution, contact center productivity has improved 20% due to call deflection and a platform that provides agents with an all-inclusive view of customers' interaction history. This information enables agents to interact intelligently with customers, improving the quality of the contact. In addition, overall sales have increased. B2B customers who buy via the website not only spend more than those who purchase the client's goods from other channels, but tend to try more new products as well.

We have been serving the client for more than a decade, so we understood its existing operations, opportunities and challenges. We have also demonstrated our digital capabilities in a range of industries. The missing piece was the client's ability to fund the required solution. By investing in the necessary systems and offering a gain-share remuneration model upfront, we have been a true partner in our client's success.

## At Present

Customers can access account information via the website at all times of the day and 15% of all orders are now placed outside of working hours.

---

## 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 194 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](http://www.cognizant.com) or follow us [@Cognizant](https://twitter.com/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

### APAC Headquarters

1 Changi Business Park Crescent,  
Plaza 8@CBP # 07-04/05/06,  
Tower A, Singapore 486025  
Phone: + 65 6812 4051  
Fax: + 65 6324 4051