FINANCIAL SERVICES

Major Credit Card Company Experiments with Alexa Voice Commands on a Smart Mirror

Magic mirrors give consumers confidence in their purchases and keep them engaged in new ways

Conversational AI enhances everyday objects by making them smart and useful

Magic mirrors retrieve essential customer information, lifting the burden of transaction fatigue

A major credit card company client was experimenting with new ways to interact with its clients and looked to Cognizant for assistance to build a “Magic Mirror” – a smart mirror leveraged Alexa for to understand voice commands and make changes on the mirror’s visual interface.

COGNIZANT Conversational AI Solution:
• Created front and backend functionality and deploying Magic Mirror Modules on a Raspberry Pi device
• Provided an improved holistic customer hotel experience through the addition of a smart mirror, used to order room service, check local weather, order an Uber, and view upcoming events
• Discover was able to brand the hotel experience end to end as well as run a news feed detailing Discover services and promotions on the mirror