



Life Sciences case study

Siemens Healthineers transforms CX across the globe

A reimaged Customer Service center enables Siemens Healthineers to cut licensure costs by 30% and create customer interactions that are “Always on. Always in touch.”

Siemens Healthineers AG is a leading medical technology company headquartered in Erlangen, Germany. The company enables healthcare providers worldwide by empowering them on their journey towards expanding precision medicine, transforming care delivery, improving the patient experience, and digitizing healthcare. Siemens Healthineers has a strong direct presence in more than 70 countries worldwide and is continuously developing its product and service portfolio with AI-supported applications and digital offerings that play an increasingly important role in the next generation of medical technology.

The challenge

Siemens Healthineers was operating a number of globally dispersed customer service centers, using over 20 different solutions to receive customer/engineer inquiries and support calls at a rate of about 15,000 calls per day. As the entry channel for more than 90% of customer service requests worldwide, these customer service centers represent Siemens Healthineers’ connection with customers.



At a glance

Siemens Healthineers wanted to improve its customer service center operation and engaged Cognizant to move ahead with a plan to harmonize its customer experience. We migrated the existing operation to Genesys Cloud CX, onboarded 2,200+ agents and completed the transformation in eight months.

Business benefits of the implementation:

- Dramatically improved customer experience across the world
- Shortened onboarding timeline for new sites from several months to just about six weeks
- New ability to route calls intelligently based on urgency
- Enabled rapid shift to remote working via new platform
- Reduced licensure costs by 30% by using a concurrent license model
- Achieved 99.9% services availability with 100% SLA adherence

“From start to finish, the coverage of our needs from analysis to implementation, to handover of the operation, I have not seen a better process in my entire career. We did not have one critical moment in the project.”

Jochen Hostalka, SVP IT – Customer & Enterprise Services,
Siemens Healthineers

A review of existing operations and systems revealed a few challenges:

- High CapEx due to fragmented systems and high operational overheads
- Lower levels of experience available to handle critical device support calls
- Increase in business SLA breaches

The company wanted to move ahead with a customer experience transformation to deliver a modern, uniform experience with the highest level of service. Goals for the solution were outlined as follows:

- Transform customer interactions into one global seamless omnichannel experience that is “Always on. Always in touch.”
- Use AI and virtual agent capabilities to push self-service
- Provide a platform for all remaining Healthineers customer service centers (30+ globally)
- Complement Siemens Healthineers customer service technologies, to deliver an end-to-end digitized customer experience

Our approach

Cognizant performed a thorough analysis, shared feedback and market expertise, pinpointed drawbacks and proposed solutions for the new system. We focused the implementation on delivering a consistent end-to-end experience that aligned with Siemens Healthineers guiding philosophy of building one harmonized customer experience.

We deployed Genesys Cloud CX services across the globe with hubs in the US, Europe and Asia. Dual-tone multi-frequency and interactive voice response services give critical business support around the clock with AWS Lambda-based Identification Management. The new Genesys Cloud CX reduces future

operational costs and offers new levels of digitization. We also provided business continuity services to ensure global services.

Jochen Hostalka, SVP IT – Customer & Enterprise Services at Siemens Healthineers says, “The Cognizant team gave us answers that some vendors may not have wanted to provide. They left no stone unturned, and we moved ahead as true partners, not separate entities.”

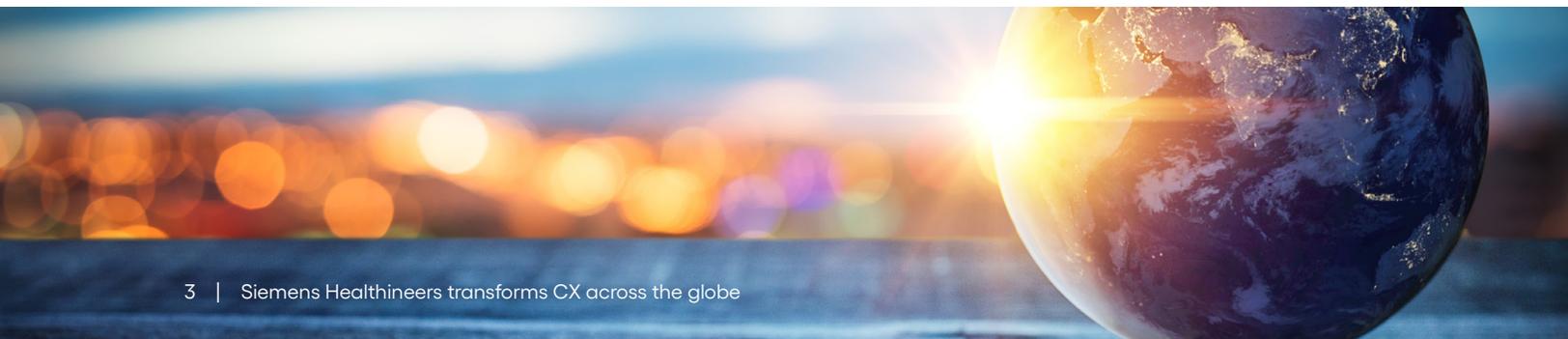
We onboarded 2,200+ agents using an agile, sprint-based methodology in the US, Germany, Spain, UK and China. The project went live after five months and was completed in eight months.

Business outcomes

The end-to-end customer experience transformation encompasses a unified omnichannel desktop, delivered globally on an ambitious timeline with a high quality go live and no negative impact to the business.

Business outcomes:

- Connected 2,200 agents to deliver a harmonized experience to customers across 3 major regions in just eight months
- Shortened time to onboard new sites/countries to just six to eight weeks with agreed timeline and budget
- Added ability to route calls intelligently based on urgency
- Providing a much more resilient IT infrastructure combined with innovations for users
- Enabled a rapid shift to remote working via the new platform
- Cut licensure costs by 30% via a concurrent license model that lets Siemens Healthineers flow license access across time zones (3,000 licenses reduced to 800 licenses)
- Achieved 99.9% services availability with 100% SLA adherence



Additional benefits of the new system:

- 24/7/365 support availability with a zero-downtime design
- 24/7/365 end-to-end service and support provided by Cognizant
- Permanent innovation push with no cyclic upgrades (saves costs)
- Limitless scalability for elastic growth with increasing demand
- Doctors and nurses accessing telephone equipment support benefit from uninterrupted calls, clear speech, calmer agents using one desktop with all the info they need at their fingertips

About Siemens Healthineers

Siemens Healthineers AG (listed in Frankfurt, Germany: SHL) is shaping the future of healthcare. As a leading medical technology company headquartered in Erlangen, Germany, Siemens Healthineers enables healthcare providers worldwide through its regional companies to increase value by empowering them on their journey towards expanding precision medicine, transforming care delivery, improving the patient experience, and digitalizing healthcare. Siemens Healthineers is continuously developing its product and service portfolio, with AI-supported applications and digital offerings that play an increasingly important role in the next generation of medical technology. These new applications will enhance the company's foundation in in-vitro diagnostics, image-guided therapy, in-vivo diagnostics and innovative cancer care. Siemens Healthineers also provides a range of services and solutions to enhance healthcare providers' ability to provide high-quality, efficient care to patients. In fiscal 2021, which ended on September 30, 2021, Siemens Healthineers, which has approximately 66,000 employees worldwide, generated revenue of €18.0 billion and adjusted EBIT of €3.1 billion. Further information is available at www.siemens-healthineers.com.

An additional 1,000+ agents were onboarded around the globe. Going forward, additional countries and organizations are slated for onboarding. There are also plans to expand the depth of functionality and adoption of technology to harvest further productivity such as SENSE Ecosystem integration, MS Teams connection and Global Workforce Management.



Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or @cognizant.

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