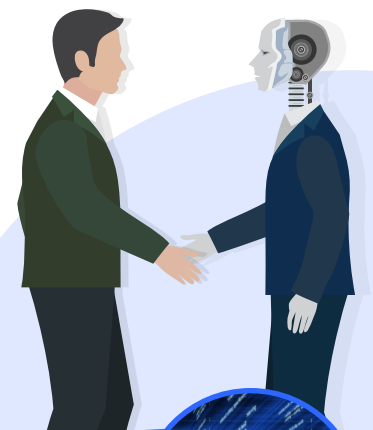


Cognizant Intelligent Interactions

Where AI Meets Human

85%

of customer interactions will be managed by Artificial Intelligence by 2020

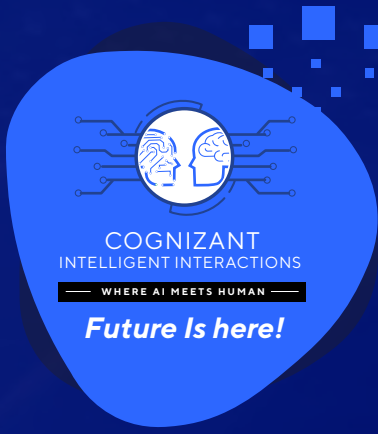


Intelligent Interactions Present State

- ✓ Focus on resolving problems
- ✓ Limited self-service
- ✓ Traditional business intelligence (BI)
- ✓ Customer segments drive business decisions
- ✓ Subscription and CAPEX based models

Intelligent Interactions Future Panorama

- ✓ **Customer journey orchestration** for better resolution (Increased FCR)
- ✓ 50%+ issues resolved through **self-service / AI Bots**
- ✓ Adaptive and self learning systems for **real time Next Best Actions**
- ✓ **Personalized CX** based on user Persona, EQ, Preferences
- ✓ **Innovative pricing** plans, e.g. pay per minute

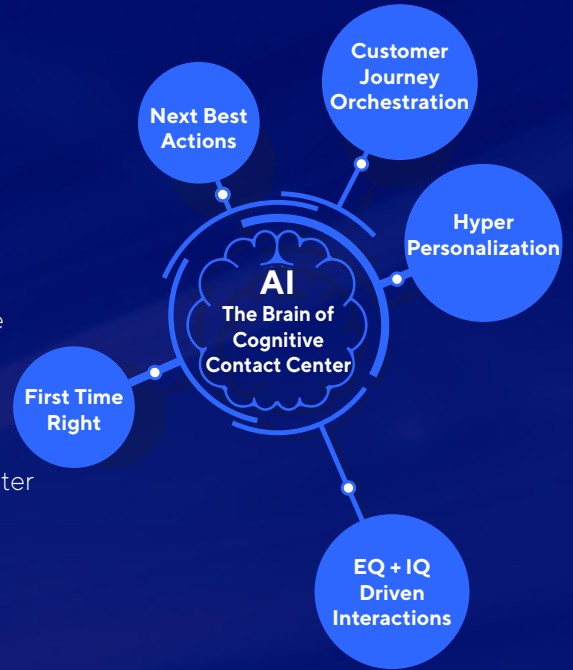


COGNIZANT INTELLIGENT INTERACTIONS

An **Intelligent Interactions solution** incorporating disruptive Next-Gen technologies like Cloud, Omni Channel, Self-Service, **advanced AI and Cognitive capabilities** built over best-in-class Amazon CX solutions to digitize our client's contact centers and improve overall customer experience.

KEY HIGHLIGHTS OF THE SOLUTION

- AI at the core** - AI drives the Interactions, Intelligence and learns continuously for precision CX
- CPaaS** - Futuristic cloud platform with rich omni-channel and self-service functionalities
- Next Gen UI** - Voice enabled self service
- API backbone** - Accelerated time to market to achieve business value faster
- Modular** - Customizable solution suite/framework which can be built for business processes specific to industries
- Flexible** - Standards-based integration with Salesforce and other CRM solutions
- Affordable** - Innovative Pay as you use model



KEY OUTCOMES

BUSINESS OUTCOMES

- ✓ Personalized **Customer Experience**
- ✓ Increase in **Upselling and Cross Selling**
- ✓ **50%+** reduction in TCO
- ✓ **15% Increase in Self-Service Containment Rate, Improved CSAT, FTR, NPS, Digital Deflection**
- ✓ **40% Reduction in IVR abandoned rate, Reduce AHT, Churn rate**



IT OUTCOMES

- ✓ **Zero** infrastructure dependency
- ✓ Built for future with **"Next-Gen" technology components**
- ✓ Power of **"On Demand" Scalability**
- ✓ **Anytime - Anywhere** accessibility across devices and Browsers
- ✓ Proven **99.95%** availability of AWS stack



KEY SUCCESS STORY

INTELLIGENT INTERACTIONS TRANSFORMATION FOR A LEADING BANK IN US

A leading bank in US was running on **traditional and legacy contact center** environment, bearing **heavy CAPEX and OPEX** costs causing **low CSAT**. Cognizant partnered with the client to transform their contact center into a next gen experience center built on **Amazon AWS stack - fully powered by AI**, blending CX solutions such as **Cognitive, Machine Learning, NLU, Voice Biometrics** capabilities to drive CX 2020 goals.



15%

Increase in self-service containment rate

25%

Reduction in TCO

4 Months

Quick time to market

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About Cognizant

Cognizant (Nasdaq-100: CTSI) 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.