

Offering Overview

AI Customer Intelligence Achieving Hyper-Personalization

Our AI Customer Intelligence solutions parse customer behavior in real time to understand what informs decision making, providing tailored intelligent recommendations that guide them towards their objectives—and yours.

Personalization across channels increases customer satisfaction

Customers can leave your site in a second. With a click. And as online experiences improve, customers' expectations are increasing. It's no longer enough to segment. You need to treat each customer as an individual. Improving experience—creating stickiness in every channel— means knowing customers thoroughly, not just as they were yesterday, but in the context of their interactions with you in real time.

That requires hyper-personalization. It's more than greeting customers by name. You want to create offers depending on their personal profile. You want to meet their needs not just based on past purchases but based on information you receive in real time. You want to provide seamless, customized experiences across every channel, every time.

The key to customer engagement is creating excitement—even enchantment—based on how well you know them. You need data, lightning fast decision making ability, and a rock-solid platform that delivers a seamless, integrated experience. But how?

Improving customer experience

All the data, personalized and in every channel


A comprehensive view of customers requires integrating multiple sources of data to generate deep insights into behavior. This is what Cognizant provides with Customer Intelligence, a sophisticated customer analytics ecosystem that helps you deliver superior customer experiences across all channels.

Cognizant's AI Customer Intelligence solution provides actionable recommendations for managing relationships. By integrating multiple data sources and systems, it generates a profile for each individual,

understanding what drives their choices and guides them to their next best action.

Insurance Insights

An insurance company wanted to enable a real time interactive, engaging experience for their users. We helped this client to develop nuanced, interactive user experiences that improved loyalty and satisfaction.



60% of marketers struggle to personalize content in real-time, yet 77% believe real-time personalization is crucial.¹

Human insight optimizes value

A complete analytics platform that supports a rich, customer-focused ecosystem

It's no secret to today's customers that organizations collect data. And customers don't mind if they're told up front, and if the trade-off is a better, more nuanced experience.

Customer Intelligence is based on data consensually shared by customers or gleaned from their buying history and interactions, online profile, social media and digital impressions. It relies on master data management (MDM) to link an organization's critical data by a common frame of reference, allowing streamlined, efficient data-sharing across functions.

Cognizant marries our unique capabilities in behavioral sciences to master data management-based (MDM), creating flexible technology platforms that allow organizations to apply data analytics and machine learning opportunities to:

- I Expand cross-selling and upselling:** By analyzing customers' propensity for new offerings, you can forecast campaign effectiveness and fine-tune channel marketing. This work is performed autonomously, relying on machine learning model improvement. Benefits include better campaign sales rates, lower marketing costs and greater visibility into marketing ROI.
- I Apply agent/channel analytics:** Applying analytics to customer behavior by channel and by salesperson or agent, you can optimize how you serve customers and measure ROI. This helps increase revenues, adapt and enhance services, increase

Banking Insights

A leading bank in Australia and New Zealand needed individual client insights to offer personalized service offerings. We developed analytics that evaluate user-specific legal and credit risk to identify targeted marketing and up-sell opportunities.

satisfaction and improve agent effectiveness.

- I Optimize contact center operations:** Analytics that gauge the effectiveness of your call-centers identify ways to reduce costs, optimize customer experiences through their preferred channels and identify causes of leakage.
- I Qualify leads from third-parties:** Improving how you qualify leads from campaigns and third-party data can increase marketing resource effectiveness and increase customer satisfaction. Our target benchmarks are a 20% reduction in complaints and a 15% improvement in satisfaction reports.
- I Mitigate customer attrition:** Identify at-risk customers and the drivers of attrition. Automated monitoring of at-risk customers gives you insights that suggest preemptive actions.

360° Vision: Integrating the Customer-Focused Business

Processing big data in real time demands not only an integrated information platform but robust analytics and a cloud-based platform to share such data across sales channels.

Our Customer Intelligence offerings leverage our deep experience in delivering solutions to clients across industry. We integrate existing systems and records databases using proven tools:

- I Customer360.Next** creates a single, unified view of each customer, enabling businesses to quickly turn vast troves of data into precise insights and actionable foresight. Modular components complement existing enterprise apps, with pre-built data models for specific industries, including life sciences, healthcare, financial services and insurance. Customer360.Next synthesizes big data from various touch-points and augments it with ethnographic observations—thick data—to create a true 360-degree view of the customers to orchestrate the best actions and offers at the point of decision.
- I Customer Journey AI (CJAI)** is a Cognizant-built analytics industrialization platform that tracks, understands and

influences behavior. CJAI aggregates customer data across channels, including web, mobile, interactive voice response and branches, alongside internal data sources, including master data, transactions, CRM data and marketing campaign results. It then performs advanced analytics visualization and modeling to understand, explain and predict behavior and events.

- I Persona Engine** is our comprehensive algorithm wireframe accelerator, delivering descriptive and predictive analytics and leading to prescriptive analytics. It can be integrated into your platform and analytics environment to identify key segments and profiles, provide insights on customer lifetime value, perform RFM analysis and scores and personalize recommendations.
- I Elf** is a data ingestion toolkit that provides audit, balance and controls. It standardizes data-feeds onto a customer’s Hadoop platform with audit, balance and controls, and runs sophisticated analytics on clusters of hardware.

Deliver richer experiences that increase value with hyper-personalization.

Results in the real world

We incorporate our methodology and tools into your existing data and business intelligence infrastructure. Our clients have achieved significant improvements by leveraging customer intelligence:



Consumer retail

For a national specialty retailer, we enriched more than 80% of their consumer records and established affiliations, linking transaction data with master data to improve campaign effectiveness, leading to a 14% improvement in response rate.



Insurance

We improved qualified prospect identification for a national insurance company by 45%, by creating a single customer view with an Informatica MDM hub to identify qualified prospects for customized offers from a universe of over 120 million members.



Financial services

To enhance customer experience and increase conversion rates for a national financial services firm, we performed seamless, automated data integration among various data capture, analytics and targeting tools, allowing them to personalize targeting for 97% of known customers and achieve an ROI of 25%.



Product retail

To fine-tune existing loyalty management programs for a leading beauty products and services company, we created personas for approximately 6 million customers by demographic profile, purchase behavior and unmet needs.



Automobile manufacturing

We collaborated on an intelligence and analytics solution to better understand customer behavior patterns for a global automaker. The solution increased cross-selling and upselling opportunities by analyzing 13.5 million sales and service survey response records.

Guiding the customer journey

Our solutions enable organizations to engage customers proactively, enhancing experiences, improving acquisition and increasing retention—thus delivering business value from data:



Insight to Customer AI: 360 Vision

Develops a vision for realizing an AI-based acquisition and retention strategy, analyzing use cases and building a business case. Our human-centric approach places significant importance on thick data from consumer behavior, with a framework to prioritize targets by revenue, technical feasibility, availability of data and competitive strategy.



Digital Information Foundation: 360 View

Creates a holistic profile for each individual from demographic information, transaction data and social interactions. Enriches this rich data lake with third-party data sources such as Experian, Axciom and IMS, and integrates data from programs such as Krux, Bluekai, Blueconic and more.



Intelligent Customer Insights: 360 Insight

Deploys behavior pattern analytics to enrich omni-channel experiences and enhance loyalty, retention and recapture. Performs cognitive and contextual analytics and social network analytics in real time and over long periods.



Next Best Action: 360 Next

Allows companies to hyper-personalize interactions, making recommendations about next-best-actions on each customer's journey. Optimizes marketing efforts and campaigns, targets location-based services and offers, deploys analytics to measure satisfaction and enhances customer lifetime value.



Enhanced Customer Insights: 360 AI at Scale

Helps organizations conduct AI experiments at scale, including behavior-based experiments in real time and hypothesis-driven modeling that leverages historical data. Insights continuously refine experiences and offers for greater ROI.

Learn more

Increase retention and loyalty. Excite and delight customers with relevant, personalized offers and services. Capture higher ROI through effective targeting. Reduce handling time, improve productivity and enhance self-service capabilities.

Using powerful analytics enhanced with artificial intelligence, our AI Customer Intelligence solution allows you to engage proactively with customers *as individuals*—guiding them through their journey with you, optimizing offers, interactions and experiences across all touch-points.

For more information, please visit [cognizant.com/ai](https://www.cognizant.com/ai)



Endnote

¹ Adobe Real-Time Marketing Insights Study 2018 https://offers.adobe.com/en/na/marketing/landings/_46316_real_time_marketing_insights_study.html

About Cognizant Artificial Intelligence Practice

As part of Cognizant Digital Business, Cognizant's Artificial Intelligence Practice provides advanced data collection and management expertise, as well as artificial intelligence and analytics capabilities that help clients create highly-personalized digital experiences, products and services at every touchpoint of the customer journey. Our AI solutions glean insights from data to inform decision-making, improve operations efficiencies and reduce costs. We apply Evolutionary AI, Conversational AI and decision support solutions built on machine learning, deep learning and advanced analytics techniques to help our clients optimize their business/IT strategy, identify new growth areas and outperform the competition. To learn more, visit us at cognizant.com/ai.

About Cognizant

Cognizant (Nasdaq-100: CTSB) 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.

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