



How Cognizant's SAP CX suite enables in-store experiences for digital retail consumers

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In today's rapidly evolving digital landscape, businesses are constantly seeking innovative solutions to bridge the gap between online and offline experiences. In the world of e-commerce, change is being driven by advancements in technology and changing consumer expectations.

As businesses strive to stay ahead of the competition and provide exceptional online shopping experiences, several emerging next-generation features are using disruptive technologies to enhance customer convenience, personalization and engagement.

The **Cognizant SAP Customer Experience (CX)** Suite combines a deep understanding of customer

preferences, seamless omnichannel integration and the ability to deliver personalized experiences that delight customers at every touchpoint.

Cognizant SAP CX is a comprehensive solution designed to address the challenges faced by businesses seeking to enhance in-store experiences for digital customers. By combining the power of SAP's robust customer experience platform with Cognizant's deep industry expertise, businesses can unlock the full potential of their physical stores while seamlessly integrating them with their digital ecosystem.

Cognizant can elevate omni-channel customer experience

Cognizant's SAP CX suite enables businesses to create lasting positive impressions, foster loyalty and drive growth. Our custom SAP CX solutions offer a wide range of capabilities that help businesses keep customers inspired, engaged and coming back to them for more. Our SAP CX team designs customer-centric in-store experiences with:

Omni-channel integration

Our SAP CX framework enables true omni-channel integration by harmonizing customer data, processes, and experiences across multiple channels. Whether customers engage online, in-store or via mobile devices, businesses can ensure a consistent and personalized experience at every touch point.

Personalization and customer insights

By leveraging Cognizant SAP CX Suite's advanced analytics and machine learning capabilities, businesses can gain valuable insights into customer behavior, preferences and purchase history. This data empowers businesses to satisfy customers by delivering highly personalized recommendations, offers and experiences that foster customer satisfaction.

Seamless in-store digital experiences

Our tailored SAP CX suite provides businesses with the tools to create immersive and interactive digital experiences. From interactive product displays and augmented reality (AR) experiences to self-checkout options and real-time inventory visibility, businesses can leverage technology to enhance engagement and convenience for their digital customers.

Continuous innovation and scalability

As the digital landscape is constantly evolving, and businesses need agile solutions that can adapt to changing customer expectations, Cognizant's tailored SAP CX suite offers a scalable platform that supports continuous innovation and the ability to integrate emerging technologies, such as artificial intelligence (AI), Internet of Things (IoT), and voice assistants, to further enhance the in-store experience.



According to a research by Fortune Business Insights, the usage of AI, AR and VR in the retail industries to provide seamless customer experiences is expected to grow from USD 4.84 billion in 2021 to USD 31.18 billion in 2028, at a CAGR of 30.5% in the 2021-2028 period. The below chart shows the area of focus for the next five years.



Drive CX transformation by enabling in-store experiences for digital consumers with Cognizant's tailored solutions built on these SAP CX offerings

SAP Commerce Cloud

Cognizant's customizable Retail Express solution can help your business manage product catalogs, orders, customer-specific pricings/promotions and multi-channel customer support to facilitate a more engaging and immersive shopping experience.

SAP Sales Cloud

SAP Sales Cloud can be leveraged to empower sales teams to forecast product demand and maintain the optimum stock levels.

SAP Marketing Cloud

SAP Marketing Cloud is designed to provide customer segmentation and deliver more personalized, relevant and engaging marketing experiences to customers. With marketing automation, businesses can quickly analyze real-time business intelligence to optimize their strategies and campaign decisions.

SAP Customer Identity and Access Management (CIAM)

With SAP CIAM, businesses can efficiently manage customer identities across multiple channels and strengthen security measures on their customer data. With SAP CIAM, businesses can efficiently manage customer identities across multiple channels and strengthen security measures on their customer data.

SAP Service Cloud

SAP Service Cloud can leverage artificial intelligence to provide seamless service that is integrated across all customer engagement channels to provide a seamless shopping experience that blends the best of digital and physical retail.

Being "Phygital" is a new norm

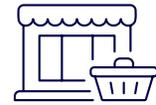
By offering personalized recommendations, real-time assistance, virtual try-on technology, in-store pickup options and immersive digital experiences (as shown below), retailers are providing engaging shopping experiences that strengthen connections with customers and drive higher sales.



Buy online and pick up in store (BOPIS)



Ship from store



Shop the online store



Hassle-free returns



Associate ordering system



Virtual try-on

Cognizant's tailored SAP CX suite brings together the power of SAP's industry-leading customer experience platform and Cognizant's expertise in digital transformation to enable businesses to create a seamless experience for their digital customers.

Cognizant's SAP CX suite becomes increasingly crucial for businesses wanting to integrate with AI, AR and VR technologies and deliver personalized recommendations, interactive experiences and streamlined customer service.

By leveraging these technologies, businesses can enhance customer engagement, improve conversion rates and differentiate themselves in the competitive e-commerce landscape.

Some of the top Fortune 500 companies globally have used Cognizant SAP CX in their journey to next-gen digital commerce. Are you ready?



Why Cognizant?

Cognizant brings a deep understanding of the application landscape and how it has evolved. We operate at the leading edge of automated deployment models with the experience of people-led change, with the wisdom to understand how you got to where you are today and the vision to take you to the future state.

Cognizant has the broadest knowledge and experience with applications across a wide range of technologies, platforms and languages and has been helping IT and business leaders drive results at speed and scale for over 25 years. We have been recognized by esteemed research and advisory firms as a leader in application transformation, application modernization, next-gen application development and maintenance (ADM) and automation. Our vibrant partner ecosystem with leading technology vendors helps drive standards, innovation and value in the modernization value chain.

As an SAP Global Strategic Services Partner for over 15 years, Cognizant helps clients achieve unparalleled performance through deep industry expertise in SAP technologies, including Intelligent enterprise resource planning (ERP) modernization (S/4HANA), SAP on AWS Cloud, CX, human capital management (HCM), Intelligent Spend and human experience management (HXM) among others. As a testimony to our leadership in both SAP and cloud technologies, we were recognized as a Microsoft Partner of the Year 2020 and 2022 for SAP on Azure and as Leaders in the 2021 Nelson Hall SAP Cloud Migration Services survey. To know more, visit www.cognizant.com/application-services-and-modernization/sap-solutions.

About Cognizant SAP Customer Experience Practice

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