

# Cognizant® Intelligent Interactions

Where AI Meets Human

## EVOLUTION OF CX CENTERS AND RISE OF AI

By 2020, customer experience (CX) will overtake price, product and service as the single biggest brand differentiator. Sharp focus on CX has become sine qua non for firms striving to succeed in the digital economy. Contact centers function as the vanguard for customer service initiatives, and effective service is pivotal to delivering superior CX. Today's companies need to re-invent their CX strategy with digital as the centerpiece to entice and excite the GenZ who will account for 40% of consumer base by 2020.

" 85% of customer interactions will be managed by artificial intelligence by 2020 "

- Gartner

" Enterprises must re-imagine their operation, with **automation and AI** at the center of their strategy "

- Forrester



### Contact Center Present State

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



### Contact Center 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

Digital bigwigs in the traditional online and ecommerce space are investing heavily in AI to bring a shift change to their CX. These solutions are also being launched to market and are being quickly lapped up by clients to redefine traditional contact centers.

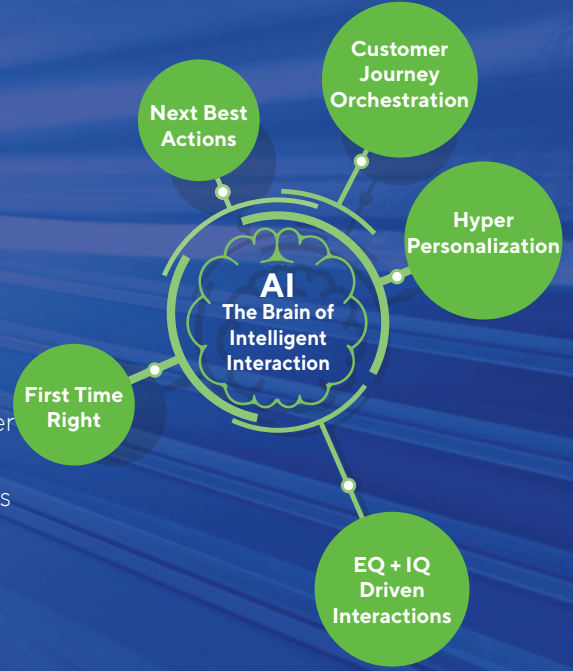


## INTELLIGENT INTERACTIONS

Cognizant’s state-of-the-art digital contact center solution, named “**Cognizant Intelligent Interactions,**” incorporates disruptive next-gen technologies that encompass cloud, omnichannel, self-service, advanced AI and cognitive capabilities built over best-in-class CX solutions to digitize our clients’ contact centers and improve overall customer experience, ensuring readiness for tomorrow.

### KEY HIGHLIGHTS OF THE SOLUTION

- AI at the core** – AI drives interactions and intelligence, and learns continuously for precision CX
- CPaaS** – Futuristic cloud platform with rich omnichannel 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 can be built for business processes specific to industries
- Flexible** – Standards-based integration with CRM solutions like Salesforce, Pega, Dynamic 365 CE
- Affordable** – Innovative pay-as-you-use model









### MODULARIZED AND IP BASED

Real-time Transcripts <span style="color: green;">●</span> IP	Conversational Interfaces <span style="color: green;">●</span> IP	Cognitive Engine <span style="color: blue;">●</span>	Customer Journey Mapping <span style="color: green;">●</span> IP	Topic / Intent Analyzer <span style="color: green;">●</span> IP
Emotion/Sentiments <span style="color: green;">●</span> IP	Bot Integration With Multichannel <span style="color: green;">●</span> IP	Speech/Utterance Repository (BFS*) <span style="color: green;">●</span> IP	Topic Modeling <span style="color: green;">●</span> IP	ROI Calculator <span style="color: green;">●</span> IP
Custom CCP <span style="color: green;">●</span> IP	Life-Like Speech <span style="color: green;">●</span> IP	ML-driven Routing <span style="color: green;">●</span> IP	WhatsApp/Snapchat Integration <span style="color: green;">●</span> IP	Voicemail <span style="color: green;">●</span> IP
Plug & Play with SFDC <span style="color: green;">●</span> IP	Omnichannel <span style="color: blue;">●</span>	Fraud Detection/Prevention <span style="color: blue;">●</span>	Screen/Voice Recording <span style="color: green;">●</span> IP	One Xperience <span style="color: green;">●</span> IP
100% Cloud <span style="color: green;">●</span> IP	CPaaS <span style="color: green;">●</span> IP	Purely Web-based <span style="color: blue;">●</span>	Pay per Usage <span style="color: green;">●</span> IP	Zero Hardware <span style="color: green;">●</span> IP

● Features built by Cognizant as part of Intelligent Interactions    ● Features available in the market in bits and pieces with different providers    ● OOTB Features from Amazon Connect/Twilio

## HOW INTELLIGENT INTERACTIONS STANDS OUT IN THE MARKET

Functional Block	Features	Traditional Contact Center	Cognizant Intelligent Interactions
 Platform	Public Cloud (License Based)	✓	
	CPaaS (Usage Based)		✓
 Channels	Traditional - Voice/IVR, Email	✓	✓
	Digital - Chat, Video, SMS, Social, Co-Browse	✓	✓
	Digital Self Service - Chatbot, Voice Bot, Visual IVR	✗	✓
	Next-Gen Channels - WhatsApp, IoT, Google Home/Alexa	✗	✓
 Media	Text and Voice	✓	✓
	Video and Image	✗	✓
 Real-Time Intelligence	OOTB and Customized Reporting	✓	✓
	Speech and Text Interaction Analytics	✗	✓
	Cognitive - Emotion, Facial, Sentiment	✗	✓
	Machine Learning - Predictive Analysis	✗	✓
 Recording	Screen and Voice	✓	✓
	Single Unified Channel for Agent and Customer	✗	✓
 Customer Journey	Omnichannel Customer Journey Maps	✗	✓

## 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

### Contact Center Transformation for a Leading US Bank

A leading U.S. bank running a **traditional and legacy contact center** environment had **heavy CAPEX and OPEX costs**, causing **low CSAT**. Cognizant partnered with the client to transform its contact center into a next-gen experience center built on the **Amazon AWS stack - fully powered by AI**, blending CX solutions such as **cognitive, machine learning, NLU and 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



### Transforming Leading Life Sciences Major's US Contact Center

A leading Life Sciences major was running a traditional and legacy contact center environment, calling for upgrade and **not supporting new digital channels**. Cognizant collaborated with the client to transform its contact center into a next-gen experience center built on the Intelligent Interactions solutions, powered by both AWS and Twilio ecosystems.

**50%**

Significant reduction in TCO (approx).

**Zero**

Hardware dependency - purely web-based

**21 Days**

Quick time to market

### Contact Center Consolidation and Modernization for an Education Major in Australia

A leading education consulting major in Australia was struggling with **high customer churn & increased cost of service** due to **fragmented and legacy technology systems**. Cognizant was involved in a **contact center modernization** exercise and helped the company **standardize business processes, consolidate systems and cloudify its landscape with a CPaaS-driven multi-channel platform on Twilio**.



**40%**

Reduction in IVR abandoned rate

**22%**

Increase in call volumes

**2 Months**

Quick time to market

## Head Start to Transform POC Offering

We understand that enterprise transformation is a long journey and needs to start with small steps. We created an exclusive POC offering of Intelligent Interactions to kick-start your transformation journey.

- ✓ Enable up to 25 agents
- ✓ IVR with up to 3 main contact flows (English only)  
Enable Lex NLU within flows as appropriate
- ✓ Enable Lex Chatbot on web/mobile
- ✓ Skill-based routing for up to 3 skills
- ✓ Up to 2 API calls (via Lambda) to retrieve data elements (assumes web services already exist)
- ✓ Configure 1 Contact Control Panel
- ✓ Configure out-of-the-box reporting
- ✓ Enable call recording (if required)
- ✓ CTI configuration with SFDC or MS Dynamics for ANI based screen pop
- ✓ Configure up to 4 user roles/profiles (agent, supervisor, quality analyst, admin) and associated security profiles



## SOLUTION PARTNERS



## REFERENCES

- (1) <https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2018/02/22/13-strategies-for-marketing-to-generation-z>
- (2) <https://investors.twilio.com/all-news/press-release-details/2018/Twilio-Announces-New-Integration-with-Google-Cloud-Contact-Center-AI/default.aspx>
- (3) <http://www.cio.in/analysis/google-bringing-its-human-conversational-ai-contact-centre>

## Cognizant's EAS Practice

Cognizant Enterprise Applications Services (EAS) offers high-value digital & business transformation solutions in the areas of Customer Experience, Human Capital Management, Supply Chain Management, Finance/ERP and Digital Integration. Our digital & business transformation services cover the gamut from business Strategy & Advisory services, product consulting & implementation to post implementation value-enhancement services. Our group works closely with clients to simplify, modernize, secure and digitally enable their enterprise applications environment. We partner with major enterprise applications vendors such as SAP, Oracle, Salesforce and Pegasystems. Clients leverage our deep industry experience, analytical insights, and strategy and transformation capabilities to improve operational performance, as well as enhance employee productivity and engagement across the enterprise. To learn more, please visit <https://www.cognizant.com/cognizant-digital-systems-technology/enterprise-application-services>

## About Cognizant

Cognizant (NASDAQ-100: CTSH) 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](http://www.cognizant.com) or follow us @Cognizant.



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