



Cognizant Solution Overview

Reimagining Digital Engagement to Transform the Customer Experience

Cognizant's Digital Engagement Practice helps companies reimagine, build and deploy online and offline interactions to delight customers.

Digital technologies have fundamentally disrupted the way people interact with one another – and the way businesses interact with their customers. Today, customers can instantly learn about your company and services from corporate websites, blogs, reviews, white papers, industry analyses – accessed through tablets, laptops, even wearable devices – while on an airplane, drinking coffee in a cafe, or sitting in a doctor's waiting room.

As such, today's customer journeys are vastly different from those of yesterday: successful businesses will be those that know the customers even before they make contact. Cognizant's Digital Engagement Practice helps you transform the way you seek and engage with customers, with a focus on innovating new use cases and business models.

Traditional processes involve a step-by-step methodology of moving customers through their buying journey based upon the company's needs and beliefs. With the explosion of information channels and touch points, coupled with the ability to combine physical and virtual experiences, our approach looks not only at the breadth of touch points (online, mobile, in-person, social) but also at the non-linear journey that customers take today.

For example, in developing a new app, the question moves from "What's the most efficient way to move customers through the buying process?" to "How do they come to us?", "How do they wish to interact with us (and in which contexts)?", "What kinds of social interactions drive them?"

Our Approach to Engagement

That's why we've created the Cognizant Digital Engagement Practice (DEP), an interdisciplinary business unit that combines the power of social, mobile, and cloud technologies to solve engagement challenges of today and tomorrow.

Our approach orchestrates the new, non-linear and multi-dimensional engagement experience into a data-based framework of **Collect - Analyze - Automate - Engage**.

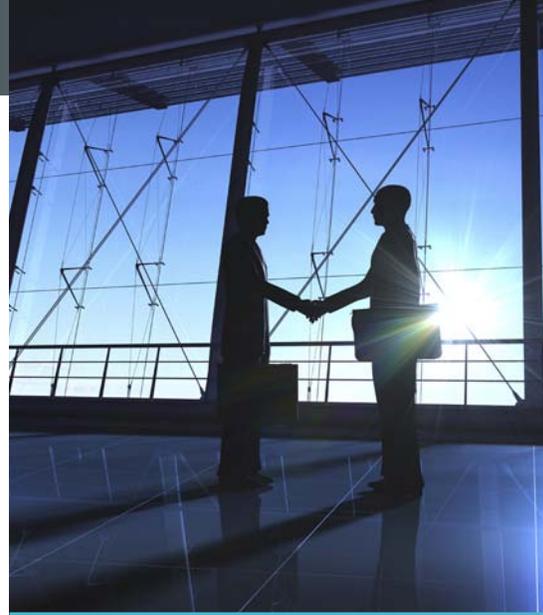


COLLECT

To engage in a manner that resonates with customers, one must understand how they prefer to interact and where they operate. In the Collect phase, we partner with you to understand where the customers' online and in-location journeys take them, how they bought or more importantly where they dropped out of the process, and why they did not act or buy.

Contextual information such as their exact and aggregate locations and digital activity inform true intent. Additionally, how they interacted offline and their experiences round out the data sets. Finally, their social reputations - are they informers or watchers - as well as their customer profiles help shape aggregate profiles.





ANALYZE

DEP seeks to understand your sentiment and segmentation. What ideas, concepts and data have the end users or buyers provided through surveys, feedback and interviews? Can they help distinguish groups and behaviors?

Qualitative statements can be especially informative when coupled with quantitative information such as data by customer segments. For example, which sets of customers have diverging or converging views and how are they disparate? This helps segment by common behaviors, not just demographics.

AUTOMATE

We partner with clients to tackle the “what to build” phase. Having sorted through the data together, the next step is to develop group intelligence - honing in on a common set of interpretations. From there, we help map out event possibilities that exist from a scrum of complicated, often contravening circumstances, then constructing automation decision trees to act quickly on new information.

ENGAGE

DEP has proven expertise in creating customer touchpoints - whether they are internal website portals, third-party sites, social media, or mobile

“Cognizant was the surprise in this field of more traditional business-consulting names because of how quickly it has built up high-quality assets for large-scale business transformations...Its research into the ‘future of work’ and other areas demonstrates some of the best applications of practical thought leadership that we’ve seen. ”

Forrester Research, Inc., 2015

applications. Our knowledge and skills in user experience combined with the jointly crafted “what do they want and need” data-driven decisions will help us to create the ideal customer experience that integrates with the back-end systems already in place.

Cognizant Digital Engagement Sub-Practices

We know that a journey of digital transformation often begins with a single project. That's why we structured the DEP to accommodate projects from small to big. You can work with one group, or all 11, depending on what you want to do.

ENTERPRISE CONTENT MANAGEMENT. Our Enterprise Content Management (ECM) sub-practice focuses on helping you organize, store, and manage your lifeblood – the content that makes your business what it is. We can apply strategies, method, and tools to efficiently and effectively manage the lifecycle of your content. We're organized around dedicated services lines for the various segments of the market: IBM FileNet® Content Manager, OpenText®, EMC Documentum® and Oracle® WebCenter Content. We also help you manage customer communication with our expertise in products such as HP® Exstream and Oracle® Documaker.

PORTALS, CONTENT AND COLLABORATION. Our Portals, Content and Collaboration (PCC) sub-practice helps you serve up the content your customers, employees, and partners want, when and where they want it. We design, build, secure, and manage web information portals, e-commerce portals and knowledge/information microsites. And we've got expertise in all of the major collaboration offerings, such as Microsoft® SharePoint, IBM WebSphere , Oracle WebCenter, and more. We also help you learn more about your audiences, qualitatively and quantitatively, through custom social programs that deliver actionable insights.

WEB AND MOBILE PROGRAMMING. Web is no longer distinct from "mobile": user experiences across online, offline, and on-the-go should be unique, delightful, and consistent across all touch points. Our web and mobile programming team develops secure, customized, and responsive mobile applications for employees and customers in an environment that encourages rapid build, test, and release (and repeat) processes.



In 2015, Cognizant established the Digital Engagement Practice to help enterprises build innovative approaches to create rich, “delightful” interactions with their customers, partners, and employees.

The Digital Engagement Practice is part of the Cognizant Digital Works multi-disciplinary business unit, which aims to create large-scale business transformation built from the bottom-up with hands-on client involvement and cutting edge innovation.

APPLICATION CLOUD ENABLEMENT. Much of the new business models are contingent on cloud-enabled applications. We can rapidly bridge the application front ends and cloud-based back-ends by building upon a large library of application programming interfaces (APIs) and software development kits (SDKs). This helps create digital solutions that scale no matter how diverse the front-end form factors and backend systems and data sources are.

SERVER SIDE ENGINEERING. Though your customers may not care what’s “under the hood”, we do – ultimately, the user experience is only as good as the engineering. Our development teams have rich experience building the business layer using the Spring Web model-view-controller (MVC) framework, .NET MVC framework, REST APIs using

Express.js, Restify, and others. We can also help you build custom data access layer and micro services.

CREATIVE DESIGN. With a higher and higher bar set by customers, compelling design is even more essential. Cognizant has one of the largest (and little-known) creative design services groups in the industry, focused on helping our clients create end-to-end value throughout the customer lifecycle and across multiple screens and touch points. Whether your messaging is delivered as Web pages, social media or mobile devices, our interactive design practice helps you better leverage these channels in innovative ways while maintaining brand consistency throughout.

LEARNING AND CONTENT. Our Learning and Content sub-practice is built on a strong roster of instructional design and multimedia consultants to design, develop, implement, deliver, and administer learning and content services.

AGENCY SERVICES. Cognizant Agency Services helps clients gain deep customer insights, leverage emerging digital trends, innovate on brand experiences and create stand-out campaigns and customer experiences. We can help you measure and optimize interactions with your target audiences across all digital channels, deepening engagement and building a stronger relationship with them.

INTERNET OF THINGS. Our IoT skills span application hosting, data storage and analysis and remote monitoring of assets. We have deep knowledge of the interconnectedness of physical objects and how to build and adjust the

connectivity to drive business. Coupled with our Engineering and Manufacturing Solutions, we can also build and instrument the sensors you need, and we are well-known for our extremely rapid prototyping efforts.

SECURITY. Security is essential to any digital application or service. As such, we can integrate either our own or other best-of-breed security services.

USER EXPERIENCE. In concert with the other sub-practices, the User Experience group crafts product and solution designs that are dedicated to the specific needs, wants and expectations of the customers. We conceptualize and re-conceptualize based upon the user tenets to bring in the “wow factor”. Then, we put multiple designs into vigorous qualitative and quantitative research to determine what will help you achieve your business outcomes.

WHY PARTNER WITH COGNIZANT?

Digital presents enormous potential for companies - embrace and thrive or ignore and decelerate. At the same time, gaining the benefits of digital technologies often requires entirely rethinking and remapping existing business models to support a more customer-centric engagement model.

It's not enough to partner with a firm that can build attractive user interfaces or that has great e-commerce web tools: enterprises need a partner who understands existing systems well enough to figure out how best to map them into a digitally-enabled experience.



KEEP CHALLENGING™

LEARN MORE

Find out more about our Digital Engagement practice by contacting H3InsideSales@cognizant.com.

ABOUT COGNIZANT

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 100 development and delivery centers worldwide and approximately 219,300 employees as of September 30, 2015, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world.

Visit us online at www.cognizant.com or follow us on [Twitter: Cognizant](#).

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