



Cognizant Digital Operations: Communications

**Transform operating models to  
improve subscriber experiences**

**Cognizant<sup>®</sup>**

## Communications companies are under pressure to transform operating models for improved order fulfillment, delivery and billing. They also must innovate product, service and content development, capitalize on disruption and deepen subscriber relationships.

Success requires a reinvention of business processes where digital platforms, data, automation and artificial intelligence (AI) are leveraged to create intelligent and agile order, support and service operations. Harnessing managed services is also essential to deliver outstanding customer experiences with the lowest total cost of ownership.

Cognizant can help. Our industry and digital operations expertise facilitates transforming business operations and implementing digital

platforms, automation, AI and managed services. Through our collaboration, you can create intelligent and cost-effective order, product, service and content operations.

Learn why seven of the top 10 global communications service providers work with us and why Everest named Cognizant a Leader in Business Process Services Delivery Automation.

---

### How we work

#### Consulting

We help you reimagine operations to solve complex performance, customer experience and cost issues. Using a digital first approach to transformation, we bring together digital platforms, intelligent process automation, AI and other digital capabilities to improve operational speed, efficiency and agility.

#### Implementation

We bring your digital plans to life by transforming your processes, technology and workforce to minimize friction and reduce risk throughout your enterprise. Combining industry expertise with domain knowledge, we ease the pain of implementing digital operations.

#### Managed services

We simplify how you work and reduce your total cost of ownership through the combination of people, processes and technology delivered as a service. Implementing outcome-based commercial models, we share the risk and reward of achieving your goals.



Communications companies are improving efficiency by 80% through business process transformation.

## The communications segments we serve

### **Cable and satellite**

Apply business process transformation to improve customer relationships, provide intelligent customer services and accelerate profitable growth.

### **Integrated communications providers**

Implement digital operations to innovate products and services, personalize experiences, and upsell and cross-sell to drive customer loyalty and create new revenue streams.

### **Network equipment manufacturers**

Combine intelligent digital platforms and managed services to streamline processes and administration, reduce costs and improve customer relationships.

### **Wireless**

Transform order fulfillment, billing and finance processes to automate workflows, increase agility and personalize engagement for increased productivity and growth.

---

## Our offerings and platforms

### **Cognizant® Digital Marketing Operations**

Improve campaign effectiveness to maximize value and return on investment. Utilize data-driven insights to advance and develop your products and services, resulting in increased customer satisfaction, usage and business growth.

### **Cognizant® Digital Finance and Accounting**

Transform finance and accounting operations into a value generator for your organization. Apply next-generation digital capabilities to enhance existing investments and turn procure-to-pay, order-to-cash, record-to-report and financial planning into valuable business insights.

### **Cognizant® Digital Customer Service**

Achieve new revenue-generating opportunities for your organization with next-generation customer service. We enable you to deliver proactive, predictive interactions across all your customers' preferred channels to deliver more efficient, effective and enriched experiences.

### **Cognizant® Intelligent Process Automation**

Elevate workforce productivity by automating specific functions as well as end-to-end business operations. Leveraging leading automation platforms, we partner with you to improve workforce productivity and streamline customer experiences to drive business performance and growth.



Seven of the top 10 global communications service providers and the top three global cable providers rely on Cognizant solutions.

## In the real world



A European telecom company wanted to increase revenue by improving sales team productivity and optimizing the speed and accuracy of its quoting process. We worked collaboratively to **create and deploy an intelligent automation solution for delivering quotes**. This resulted in a more than 90% reduction in average handling time (AHT) for installed base validations.



A leading media and broadcast company needed to streamline its campaign processes to eradicate setup and launch issues. To meet its needs, we **developed a system for creative and compliance testing** that resulted in a 20% reduction in trafficking errors and a nearly 30% reduction in billing errors.



A multinational information services provider required that its agents authenticate customer data by reviewing a variety of sources. The process was time consuming and cumbersome. We implemented an **intelligent automation solution to harvest data from more than 140 source websites**. This resulted in a 70% reduction in web scraping efforts by agents.

## What sets us apart

### Industry experience

Seven of the top 10 global communications service providers trust and rely on us to solve complex business, operations and technology issues.

### Digital talent

Our communications operations specialists help clients develop, implement and manage improved operating models and optimize customer experiences across North America, Europe and APAC.

### Global delivery centers

Clients benefit from over 100 delivery centers located across the world, strategically positioned to provide cost-effective and integrated near-shore, offshore and onshore managed services, innovation labs and centers of excellence.

### Digital ecosystem

Our business is uniquely organized across digital business, digital operations, and digital systems and technology to provide clients everything they need to tackle enterprise-wide digital transformation and gain an edge over their competitors' niche capabilities.

### Alliances

We maintain over 248 partnerships with industry-leading technology companies and routinely grow capabilities and upskill associates to keep clients' solutions at the forefront of industry innovation and breakthrough digital technology advancements.

### Subscription services

Managed services are backed by outcome-oriented commercial models that help clients instantly lower total cost of ownership and provide simple and predictable pricing, similar to today's leading consumer subscription services.



## Cognizant—a recognized leader

**FORRESTER**<sup>®</sup> Leader in Robotic Process Automation Services  
Q4 2019 Vendor Assessment

Everest Group<sup>®</sup>  
**PEAK**  
M A T R I X<sup>™</sup> Leader in Business Process Services Delivery  
Automation 2018 Vendor Assessment

**FORRESTER**<sup>®</sup> Leader in Digital Process Automation Service  
Q3 2018 Vendor Assessment

## By the numbers

Ranked **193**  
on the **Fortune 500**

**100+**  
global delivery centers

**7** of the **top 10**  
global communications service providers  
rely on Cognizant solutions

The **top 3**  
global cable providers rely on  
Cognizant solutions

---

## Connect with us



### Ashish Chawla

[Ashish.Chawla@cognizant.com](mailto:Ashish.Chawla@cognizant.com)

Phone: +1 201 696 8734

[in](#) Connect on [LinkedIn](#)

---

## 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](#).

---

# Cognizant<sup>®</sup>

### World Headquarters

500 Frank W. Burr Blvd.  
Teaneck, NJ 07666 USA  
Phone: +1 201 801 0233  
Fax: +1 201 801 0243  
Toll Free: +1 888 937 3277

### European Headquarters

1 Kingdom Street  
Paddington Central  
London W2 6BD England  
Phone: +44 (0) 20 7297 7600  
Fax: +44 (0) 20 7121 0102

### India Operations Headquarters

#5/535 Old Mahabalipuram Road  
Okkiyam Pettai, Thoraipakkam  
Chennai, 600 096 India  
Phone: +91 (0) 44 4209 6000  
Fax: +91 (0) 44 4209 6060