# Cognizant experience-driven B2B sales transformation

By focusing on agentic enablement, omnichannel engagement, and data-driven actionable insights, we help clients unlock new growth opportunities, deliver consistent brand experiences, and stay ahead of industry trends, while ensuring better experience and advisory interactions.

Cognizant's experience-driven B2B sales transformation offering empowers organizations to modernize their sales operations by combining advanced technology, process improvements, rationalization of activities, agentic enablement, and industry best practices. A true sales transformation drives efficiency, effectiveness and experience improvement for each of the stakeholders - employees, sales teams, agents and customers, delivering measurable business outcomes without disruption and maximizing customer value at every touchpoint.

Organizations across Consumer Goods brands and Distribution face mounting pressure to adopt new digital tools and omnichannel models while maintaining a consistent level of relationship and customer satisfaction. Our approach puts empowered agents at the center of this journey, equipping them with intuitive, AI-driven solutions that accelerate adoption, drive productivity, and ensure every customer interaction is seamless and high-value.

Click here to know more
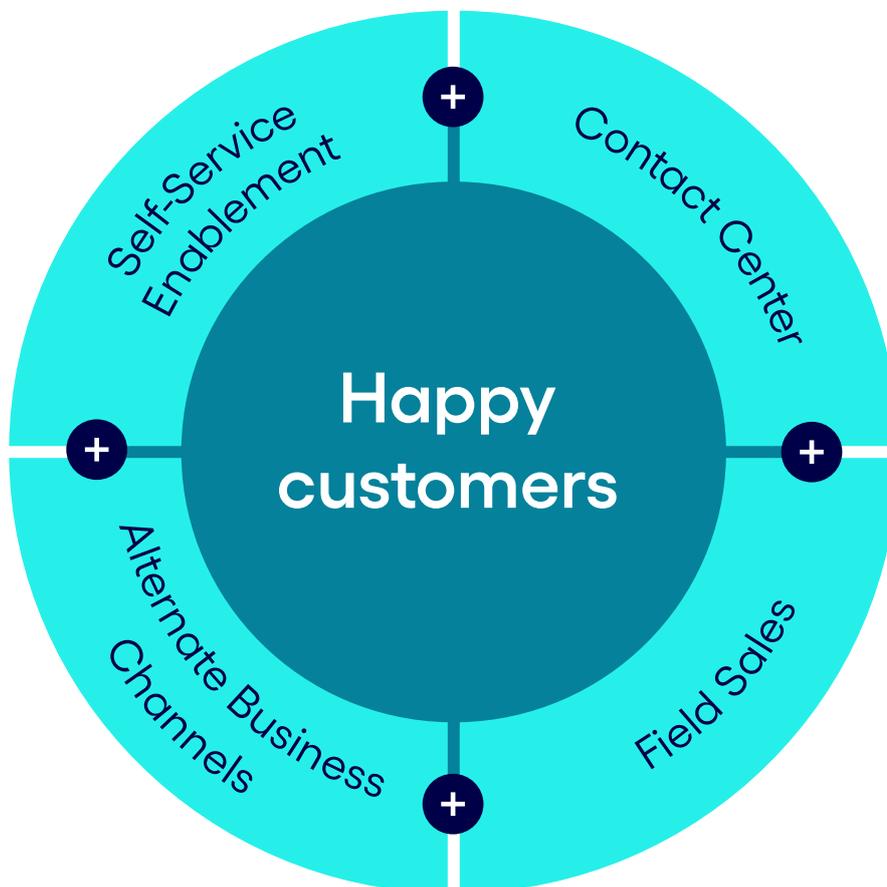
Reimagined experience center

We redesign traditional contact centers, implementing new strategies, processes, technologies, and automation to improve customer experience and agent efficiency.

- **Modernize contact centers with automation and AI,** reducing manual effort and improving both agent and customer experience.

- **Unify systems and data for a 360° customer view,** enabling faster resolution and personalized interactions across all channels.

- **Implement omnichannel strategies** to deliver consistent, Amazon-like experiences wherever customers choose to engage.

- **Optimize cost-to-serve** by prioritizing high-value customers and streamlining processes to reduce operational overhead.

Field sales transformation

We implement new strategies, processes, and technologies to enhance customer experience and retention, while improving field sales efficiency, revenue, and store experiences.

- **Automate low-value tasks** to free up time for high-impact customer engagement and selling activities

- **Enable advisory selling** through advanced analytics and AI leveraging insights from stores, channel and category data

- **Integrate systems for real-time visibility,** allowing quick resolution of customer queries and seamless field operations

- **Optimize resource allocation** by prioritizing high-value customers and reducing cost-to-serve through smarter planning and route optimization

Self Service

We bring digital selling capabilities to drive B2B online sales by deploying customer acquisition, engagement and retention strategies while ensuring adoption to the self-service channel to drive optimal customer connects.

- **Digitize the complex B2B buying journeys** with automation and AI, reducing dependency on manual sales processes improving speed to serve and customer satisfaction

- **Strengthen unified commerce experience** through integrated catalogs, pricing and promotions that empower customers with real time information and visibility

- **Enable frictionless, omnichannel buying journeys** (from web to mobile) – delivering best in class experiences tailored for B2B needs

- **Reduce cost** to serve by shifting routine transactions to self-service channels, freeing up sales teams to focus on value added activities

- **Improving selling effectiveness** through AI driven product, promotion and buying recommendations based on history and customer profile

Alternate business channels

We establish innovative approaches to selling products by leveraging capabilities across marketplace strategy, and marketplace operations to improve customer engagement, expand channels, expand assortment and position brands as one-stop shop for multiple customer needs.

- **Enable marketplace strategies** to expand reach and meet customers where they are

- **Deliver consistent omnichannel experiences** across new platforms to strengthen brand presence and trust

- **Position brands as trusted advisors** by leveraging data-driven insights and personalized engagement rather than product-push tactics

- **Optimize cost-to-serve** through efficient marketplace operations and targeted investments in high-value channels

Current industry landscape

Across Consumer Goods and Distribution, organizations face mounting pressure to modernize sales and service models. The industry is shifting toward agentic, tech-enabled approaches that balance rapid adoption with business continuity and customer-centricity.

In an industry where rapid digital adoption can risk business disruption, our approach increased CSAT by 20% and reduced calls by 30%; demonstrating that agentic transformation delivers value without negative impact.

The proof is in our numbers

Increased CSAT score by

20% for a global food distributor

Boosted back-office efficiency by

25% and reduced calls by

30% for a global food distributor

Improved speed-to-serve reduced transactional activities and cut average store visit time from 60 minutes to

~35 minutes for a leading US tobacco company—enabling significantly more store visits per day.

Achieved **4-5% revenue growth** through digitization and process transformation for a global food and beverage company

Ready to modernize B2B sales without disrupting what works?

Combine agentic enablement, omnichannel engagement, and data-driven insight to elevate CSAT, speed time-to-serve, and free your teams to focus on value. Let's design your future-ready sales model—contact us.

![cognizant]

Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at **www.cognizant.com** or follow us **@Cognizant.**

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