



# Cognizant<sup>®</sup> Agentic Retail CX

Step into a futuristic retail experience to boost performance and shopping experience

Customer Experience (CX) is all about how clients interact with your business. It is a vital factor that creates a brand in the market for your products, and influences customer lifetime value, brand retention and creates cross and up sell revenue. However, delivering consistent and personalized CX across multiple channels and touch points can pose a challenge for many businesses.

This is where artificial intelligence (AI) can play a crucial role, in boosting retail performance and retail experience. With the advent of Gen Alpha in the retail space, dynamics have changed to cater to a diverse client base. The need for hyper-personalization, AI-enabled search, seamless integration of commerce systems and omnichannel experiences, has increased multi-fold. It has become a market imperative to drive digital growth and deliver personalized experiences for a diverse range of shoppers, leveraging AI across the retail ecosystem.

# Delivering personalized and seamless experiences through Google Cloud's Customer Engagement Suite.

Cognizant Agentic Retail CX solution built on Google Cloud Customer Engagement Suite and Retail accelerators. Google Cloud CES, a comprehensive CCaaS platform powered by Google AI for end-to-end Customer Experience.

Modernizing CX with AI-powered services, actionable insights, omnichannel engagement, conversational insights, agent assist, and analytics of Google Customer Engagement Suite, empowers retailers to deliver an exceptional customer journey. With speedy Gen AI adoption in the industry, Gemini's multimodal capabilities, speed and accuracy will deliver significant impact to shoppers & retailers. Google Customer Engagement Suite offers a comprehensive solution for enhancing CX and driving operational efficiencies.

## Key features include:



### Agentic AI

Leveraging Conversational agents, Analytics Agents, AgentSpace & Agent Copilots



### GenAI

Personalized & consistent customer responses, documents retrieval, and support agent training



### Omnichannel Execution

Seamless integration with voice, email, SMS, chat, and visual IVR



### Actionable Insights

Topic identification, sentiment analysis, and quality AI for agent coaching



### Employee Productivity

AI-powered content recommendations, contextual insights, and automation



### Customer Satisfaction

Smart self-service, multi-modal, multi-lingual, cross-channel support, and proactive engagement



### Enterprise Grade Security & Reliability

Multi-region high uptime, compliance, scalable on GKE, and responsible AI

Google CES integrates with Google's world-class AI/ML capabilities, cloud computing, and unparalleled security and reliability. It has automatic integrations with Vertex AI leveraging the search data and abandoned cart insights to provide personalized recommendations.



## Benefits

Reduced customer wait time	Enhanced customer satisfaction	Increased effectiveness & consistency	Higher lifetime value	Lower operating costs
Improved quality management	Multi-lingual support	Greater cross-sell and up-sell opportunities	Customer churn reduction	Higher employee satisfaction & retention

## Cognizant reimagines your retail experience leveraging Google Customer Engagement Suite (CES) & Retail Accelerators

While Cognizant leverages the differentiating AI capabilities of Google, we also harness our **AI powered accelerators** to drive innovation, deliver high value to customers and speed to market. With the emergence of GenAI, we are also focused on bringing the most secure, scalable, and reliable use cases, delivering high value benefits to retailers through transformation frameworks.

The figure below illustrates our **AI powered Retail accelerator** comprising of innovative accelerators that adds immense value in development cycle stages and contact center operations:

#### Bot Transformation Framework



- Bot Health Scorecard
  - 4-d Performance measurement
- Automated Bot Refinement
- Synthetic Data Generator
- Bot Builder

#### Retail AI Accelerator



- Retail AI Suite
- Retail Workspace
- Interaction Navigator
- Shopper's Campaign
- Shopper's Insights

#### Migration Framework



- Dialogflow ES to CX Migration Tool
- Migration Toolkit

#### Third Wave of AI



- Proactive upsell Agent
- AI for Commerce (Vertex AI aligned)
- Pre-defined Retail use case repository

**McKinsey** quotes that GenAI could contribute roughly **US\$310** billion in additional value by boosting performance in functions such as marketing and customer interactions in retail & CPG.

Moreover, **Gartner** also quoted that "by 2025, **80%** of customer service and support organizations will be applying GenAI in some form to improve agent productivity and customer experience."

Customer service can benefit from GenAI in terms of AI-driven recommendations, speeding up call resolution times, and reducing time on after-call tasks. With enhanced insights on customer behavior, Google's Gemini can strengthen conversions with shoppers by prompting agents to upsell/ cross-sell products and provide customized recommendations.

Cognizant is a key player in helping companies adopt AI powered transformation and enable smooth transition to AI/ML powered Contact Center operations. With retail-specific accelerators and pre-built use cases, we are ahead of the curve in delivering value to retailers and ensuring customer success.

## Why Cognizant Contact Center Practice

**500+**

Contact Centers

**250+**

Customers

**30+**

Products

**10 Billion+**

Interactions/Year

- Cognizant's Customer Service Transformation is a comprehensive approach that helps organizations meet constantly evolving customer expectations.
- We assess our client's strategy, processes and landscape with an objective to benchmark their digital maturity against industry standards while taking a step-by-step approach to transformation.
- We have built 30+ intelligence-focused solution accelerators, frameworks and reusable assets to help our clients derive faster time to value and reduce TCO.
- We are strategic global partners with leading CX and CRM software providers, facilitating value-creating ecosystems between Cognizant, our clients, and cutting-edge technology companies.

To learn more about Customer Service Transformation leveraging Cognizant Agentic Retail CX and how we help clients address their challenges or to arrange a solution demo and sales workshop, please reach out to us.

Cognizant (Nasdaq: 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 a [www.cognizant.com](http://www.cognizant.com) or @cognizant.

#### World Headquarters

300 Frank W. Burr Blvd.  
Suite 36, 6th Floor  
Teaneck, NJ 07666 USA  
Phone: +1 201 801 0233  
Toll Free: +1 888 937 3277

#### European Headquarters

280 Bishopsgate  
London  
EC2M 4RB  
England  
Tel: +44 (01) 020 7297 7600

#### India Operations Headquarters

Madras Export Processing Zone (MEPZ)  
Plot No.A-17,D-2,C-10 & C-1,A-15 to 17,B-20 & A-33  
Tambaram GST Road  
Chennai 600 045  
Tel: 1-800-208-6999

#### APAC Headquarters

1 Fusionopolis Link, Level 5  
NEXUS@One-North,  
North Tower  
Singapore 138542  
Phone: +65 6812 4000