

Customer Service Transformation

Personalized, streamlined & effective customer service experiences

To provide a consistently delightful service experience to customers, organizations need to identify the moments that matter most in a customer's journey and help them reach their goals in a simplified yet personalized manner.

New age technologies such as cloud, Al, and automation are powering enterprise digital strategy, helping clients provide Omni-channel hyper-personalized journeys to customers, while also helping them to achieve tangible business outcomes, including higher satisfaction scores, reduced costs and improved customer value.

The Gartner Group recommends three top customer service transformations:

- 1. Migrating contact volume from assisted to self-service channels
- 2. Upgrading legacy contact center technology
- 3. Automating Contact Service **Processes**

"Organizations across industries must renew customer engagements and embrace digital to elate customers and stay ahead of the competition."

of companies view customer 62% of companies view customers of companies view customers. experience delivered by a contact center as a competitive advantage.

68%

of global business leaders believe the future of customer service involves humans and Al working together.



Practice overview

Cognizant's Customer Service Transformation is a comprehensive approach that helps organizations meet the constantly evolving customer expectations. We wear a consultative hat to assess our client's contact center processes, landscape with an objective to benchmark their digital maturity against industry Standards. We also bring the right tools, templates, and frameworks to guide them on the path forward. Further, we go the extra mile by orchestrating the right software, platforms, people, and data to render context driven omnichannel interactions that result in proactive customer service, and memorable brand interactions.

5000+

Global contact center transformation specialists

300 +

Clients

1000+

Contact centers rejuvenated

5 BILLION+

Interactions/year

Challenges

- Journey abandonment due to early exit
- Non intuitive Broken / Old call flows
- Poor self-service containment
- Infrastructure
- High CAPEX recurring annually
- High cost to carry
- Frequent upgrades and version changes
- Average Handling time by agent was
- No context carry for personalisation
- Poor operational efficiency - Swivel chair
- Operating on legacy technology
- High people dependency for transactions
- Low/no focus on business outcomes











Conversational ΑI

Our offering

Human-like self-service experiences across customer engagement channels – voice as well as digital powered by Bots, Virtual Assistants and Digital Humans

Cloud contact centers

Migrate customer engagements to modern asset light CCaaS platforms available as pay-peruse, offering global

Experience engineering

Dynamic, real-time experiences engineered for customers and agents to personalize journeys, offer contextbased services and drive NPS

Digital business transformation

Transform business operations for clients synergizing across people, processes, and platforms driven by hyper-automation, outcomes and valuebased economics











benefits (e)

- volume via Al based containment
- Lower CES
- Shift from CAPEX to OPEX model
- by 50%+ via flexi
- Faster time to
- orders with real
- Customer 360 -
- delivery assuring

Customer success

SIEMENS

Customer Service Transformation for leading global Lifescience major

- Consulting driven transformation Business case, technology selection, and future roadmap
- Migrated from legacy to Genesys Cloud platform for 3100+ Agents across 30+ Countries
- Enabled end to end Contact center functionality – Voice, digital channels, routing WFM, QM, CRM Integration, reporting and analytics

Link to the case study

Offering: Cloud contact center, experience engineering

Geography: Global

Benefits

- **80% increase** in CSAT score
- 60% TCO reduction
- Globally standard operations helping in **faster feature rollout**



Automated the ordering operations by designing an end-to-end, intelligent, cloud-based omnichannel solution

- People, process and platforms modernization to impact Customer experience, agent experience & Business experience
- Managed transformation program with 'One Office' approach from Cognizant driving synergy and value across client's business, IT, Operations
- Smart deflection of "non-order" calls thereby improving availability of agents for handling revenue generating order calls
- Genesys cloud, Google AI, Pega, Salesforce

Offering: Digital business transformation

Geography: Global

Benefits

- **25% increase** in IVR self-service
- Increased revenue per order of more than 15%
- 10% increase in average orders per day at restaurants by reduction of call abandonment rates

Link to the case study



Cloud refresh with Amazon Connect eliminating infrastructure cost and allowing continued operations

- Cognizant Digital Tolling Solution delivers end-to-end real-time visibility, empowering toll operators to eliminate inefficiencies and redundancies
- By using advanced artificial intelligence (AI), self-service and cognitive capabilities, the system delivers omnichannel customer service built on a modern, secure microservices architecture
- Seamless operations during covid times as platform allowed work form anywhere using native cloud capabilities

Link to the case study

Offering: Cloud contact center, conversational Al

Geography: North America

Benefits

- 90% TCO reduction by eliminating infrastructure
- 50% savings by moving to annual recurring license costs
- **360** degree view of transactions with real-time dashboard

A leading retirement plan provider in the U.S

Next generation cloud contact center for a leading retirement service company

- CPaaS 100% web enabled work from anywhere solution with 'Amazon Connect'
- Authentication and fraud detection made simpler with Pindrop voice biometrics
- Real time customer sentiment scores with tips for agent to manage the conversation
- Omni channel agent desktop enabled by integrating Salesforce and Amazon Connect

Offering: Cloud contact center, conversational AI, experience engineering

Geography: North America

Benefits

- **25% increase** in IVR self-service containment
- 20% reduction in TCO
- 4 out of 5 customer calls ended with positive sentiments

Our transformation partners

Genesys

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Platinum Partner and Re-seller

Leader in the customer experience industry

Amazon Connect aws

Global Strategic Partner

Global leader in cloud and Al

Google CCAI Google Cloud

Global Strategic Partner

Global leader in cloud and Al

Kore.Ai



Platinum Partner and Re-seller

Leader in the customer experience industry

Nice

NICE

Global Strategic Partner

Leader in customer and agent experience

Why Cognizant?

- Cognizant takes a step-by-step approach to customer service transformation, from the practical limitations of the current state to the incremental improvements that minimize risk and associated costs
- As part of Cognizant Intelligent Interactions, we have built over 30+ solution accelerators, frameworks and reusable assets to help our clients derive faster time to value and reduce TCO
- We provide support for critical business and technology operations 24x7 while infusing next gen technologies for automation and continuous improvements
- We are rated as leaders by leading analysts for Contact Center modernization and Intelligent automation

To learn more about Customer Service Transformation and how we helped clients address their challenges or to arrange a solution demo and sales workshop, please reach out to cimbizdev@cognizant.com.



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 @cognizant.

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