



Cognizant[®] Retail Express

powered by SAP Commerce Cloud

Challenges in launching retail commerce application

Speed to market

Faster Speed to market is crucial to winning in the digital world. Enabling your systems to quickly add or update existing features to market can pose challenges.

Global market expansion

Global expansion of business while adding specific features and deploying multiple and frequent rollouts can be a time-consuming task.

Customer experience

With retail moving away from brick-and-mortar and into digital channels, a streamlined online experience is vital for customer satisfaction and retention.

Our offerings

Introducing Cognizant® Retail Express, our flagship customizable, ready-to-market omni-channel B2C commerce solution. It is a preconfigured, plug and play solution built on SAP Commerce Cloud to help jump-start and accelerate your CX journey.

Cognizant® Retail Express helps clients increase their consumer base and boost the conversion rate by offering a variety of CX enhancements throughout the phases of the user journey e.g. - Discover (product listing and search), Decide (product display), Buy (cart, checkout, payment, and order placement), Profile and Personalize (My Account, User Management, Loyalty, Recommendation), Fulfil and Post Purchase (Order status, return and refund).

With Cognizant® Retail Express businesses can maximize ROI by reducing implementation costs and increasing the average order value (AOV).

Use cases

- Direct-to-consumer commerce
- Quick launch of products/services
- Local and global market expansion
- Improved user experience
- Loyalty-empowered user rewards program
- In-store shopping experience
- Subscription-based ordering

Key features

- Personalized search and browse.
- Merchandizing (quick view, product compare, product sharing)
- Wish list, save for later and customer notifications.
- Machine Learning-driven user journey
- Personalization and recommendations
- Flexible integrations for payments and tax systems
- Integration with multiple experience management platforms like Qualtrics XM
- Integration with SAP CDC (Customer Data Platform)
- Wish list, save for later
- CCV2 compatible
- Extensive function and technical documentation

Industries

- Retail (electronics, apparel)
- CPG (Grocery)
- Automotive

Our methodology

Our approach is straightforward and designed to focus on meeting the core business objectives.

- Eliminate e-commerce platform development efforts
- Reduce development costs and time-to-market
- Improve CX across all phases of the user journey
- Create new business opportunities through a robust online presence
- Design with modern, easy-to-use code
- Develop features with plug-and-play add-on/extensions
- Optimize the site experience, stability and performance with readily available integrations for payment, tax, chat, feedback/survey

Highlights of our add-on approach and go-to market strategy

The Cognizant® Retail Express with SAP CX add-on strategy. It offers the flexibility to create features with a plug-and-play approach—giving clients the freedom to choose individual features or a whole application.

For potential clients opting for this new setup, we offer automated customized scripts (recipes) to install and build the complete accelerator package.

Target Benefits

40%

Increase in speed to market

20%

Decrease in development effort

15%

Increase as Average Order Value(AOV)



Why Cognizant?

Cognizant will work within your current analytics environment to develop and execute an AI-embedded data-sharing strategy to enable new forms of interaction with users. With hyper-personalized recommendations and customizable delivery, you'll have the right insights—in real time, anywhere, on any device—to drive your business forward with precision and confidence.

Visit www.cognizant.com to find out more



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](https://twitter.com/Cognizant).

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