



Customer success stories

Delivering 24/7 customer support with ServiceNow AI

Customer challenge

A global retailer faced growing pressure to deliver consistent, high-quality customer service across multiple brands and regions. Fragmented processes created disjointed experiences, making it difficult to maintain service standards. At the same time, high call volumes and long wait times overwhelmed support teams, while limited self-service options left customers without help after hours. Manual routing and resolution processes further slowed response times and reduced agent productivity—making it clear that a scalable, AI-enabled solution was needed.

ServiceNow + Cognizant solution description

To address these challenges, Cognizant led a full-scale transformation using ServiceNow customer relationship management (CRM) and AI capabilities. The first step was unifying three regional service centers under a single platform, standardizing workflows to ensure consistent service delivery across brands. From there, the team introduced integrated live chat and AI-powered chatbots across the client's e-commerce platforms, enabling customers to get instant support anytime, anywhere. Intelligent automation was layered in to streamline routing and resolution, reducing manual effort and accelerating response times. Finally, seamless integration with the client's digital storefronts ensured that every interaction—regardless of channel—felt connected, efficient and on-brand.



Outcomes/results

24/7 support:

Delivered round-the-clock self-service with zero wait times and consistent experiences across all brands.

Operational efficiency:

Achieved 60% call deflection over 12 months and improved agent productivity through automated resolution.

Omnichannel engagement:

Enabled integrated support across web and chat while maintaining brand consistency.

Stronger brand loyalty:

Reduced operational costs and elevated customer satisfaction through faster, more intuitive service.

About the partner

Cognizant is a Global Elite Partner and one of the most credentialed in the ecosystem. Together with ServiceNow, we help enterprises accelerate AI adoption and unlock new efficiencies through proprietary platforms like Neuro® AI and WorkNEXT™ digital workplace services. As the first to bring ServiceNow Workflow Data Fabric and agentic AI to market, we deliver continuous innovation, responsible AI governance and industry-specific solutions that drive productivity, streamline decision-making and modernize operations at scale.



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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