



Create Experiences, Not Channels

What matters most to a shopper is how they experience your brand, regardless of the channel. Let Cognizant help your organization create a cohesive customer experience - and drive profitable revenues.

No one needs to tell you that shoppers' enthusiastic adoption of consumer technology has put them way ahead of retailers.

Every day your retail organization juggles competing technology priorities. There's the blurring boundary between business and IT, the need to convert big data into big decisions and pressure to transform your retail operating model. The opportunities are unparalleled, but so are the challenges. The trick is knowing where to start and how to help customers make purchase decisions.

Cognizant's Omni-channel Practice partners with your organization to leverage leading technologies so your focus stays on customers rather than channels. Your organization develops a seamless customer experience across all touch points, grounded with the right policies and processes, and enabled by the right technologies and people.

How Omni-channel Benefits Your Business

By investing in the right omni-channel strategy and transforming your customer interactions, your retail organization gains important advantages:

- **Smarter investments:** We help you avoid simply chasing the competition or implementing a new technology because it's the latest buzz.

We advise solutions that are data-driven and extensible, and that your organization can support while also driving innovation.

- **Holistic approach:** Omni-channel transformation takes place across the breadth of your business. It includes analyzing business impact, setting new policies and ensuring you have the right team.
- **Speed-to-market:** Relevance to customers is at the heart of omni-channel transformation. Our approach lets your organization quickly deliver new experiences to market, and then learn from them and make adjustments.

Client success offers the best endorsement of our omni-channel capabilities. A retail drug chain tripled its weekly Web traffic when it integrated its e-commerce site and 8,000 stores into a unified shopping experience. A grocery retailer is generating 25% of sales in key categories with a new system that allows online orders and in-store pick up. Sales at a luxury retailer increased 10% as a result of the company's mobile point-of-sale solution.

Why Choose Cognizant?

There's nothing generic about our engagements. We deliver innovative, tailored recommendations to help your organization transform itself.

- **You gain a full-service partner:** Close client collaboration underscores our ability to define an omni-channel strategy and then prioritize capabilities into a roadmap and execute on them. We ensure you have the right foundational capabilities and platforms, and that you're maximizing every customer touch point.
- **You get the long view:** We don't create one-off solutions that are hard to support. Our specialty is melding together all of the elements that create a unified customer experience that your business and IT teams can support.

Cognizant Omni-channel Capabilities

- **Strategy and roadmap:** The first, crucial steps in your omni-channel transformation are building the right strategy, the business case and the organizational support to fund and execute the programs. Working with us, your organization gains a strategy and roadmap tailored for its culture and customers.
- **Cross-channel integration:** Providing what customers want means reexamining your organization's business model. Our omni-channel experts work with you on everything from realigning roles and performance measures to reassessing technology architecture needs.
- **E-commerce replatforming:** Improve your digital commerce by partnering with us to select and implement the right digital platform for your mobile and tablet capabilities.
- **Digital commerce optimization:** Even mature e-tailers with robust digital commerce need to optimize their operations to deliver growth. We help you generate more traffic and improve

conversion through enhanced capabilities such as internal search, multivariate testing and streamlined checkout.

- **Mobile:** We can help you select platforms, identify capabilities and design and build mobile Web sites and apps that engage your customers - all with an eye toward delivering measurable business value.
- **International commerce:** By expanding e-commerce internationally, you can acquire new customers, drive incremental sales and test markets with modest capital investment.
- **Digital marketing:** Relevant marketing messages can help you acquire more customers, increase basket size and lower cost-of-operations. Partner with us to choose the marketing mix that best engages your customers.
- **Loyalty and CRM:** How are customers who shop across multiple channels different from those who shop in a single channel? How should customer acquisition and retention tactics vary across channels? We help you make smart use of loyalty and CRM within the omni-channel business model.
- **Agile delivery:** Failing fast is the key to winning in omni-channel: The sooner you can get new capabilities to market, the sooner you can tweak and refine them. We leverage a proven Agile delivery methodology that brings together business and IT teams to jointly create the best retail experiences.

To learn more about maximizing your customer touch points with omni-channel, contact Cognizant's Omni-channel Practice at retail@cognizant.com.

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 166,400 employees as of September 30, 2013, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant.



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