



Solution Overview

Cognizant EngagementONE

# Know Your Customers, One-to-One

With Cognizant EngagementONE, your organization gets to know its customers as individuals - and provide the differentiated experience they expect.



**Customers are tired of being treated as numbers.**

While segmentation was a good start, most marketers still don't have a way to really personalize offers and content.

However, today's customers expect you to see and treat them as individuals.

The digital age raises the bar for tailored customer experiences. Individualization creates the one-to-one engagements your customers demand today.

Cognizant EngagementONE enables your organization to know its customers as individuals and to draw on the power of a single view of the customer to automate next best actions regardless of channel. You connect with customers in real-time in ways that are individualized to them.

EngagementONE has three components:

**1. Customer 360 Hub**

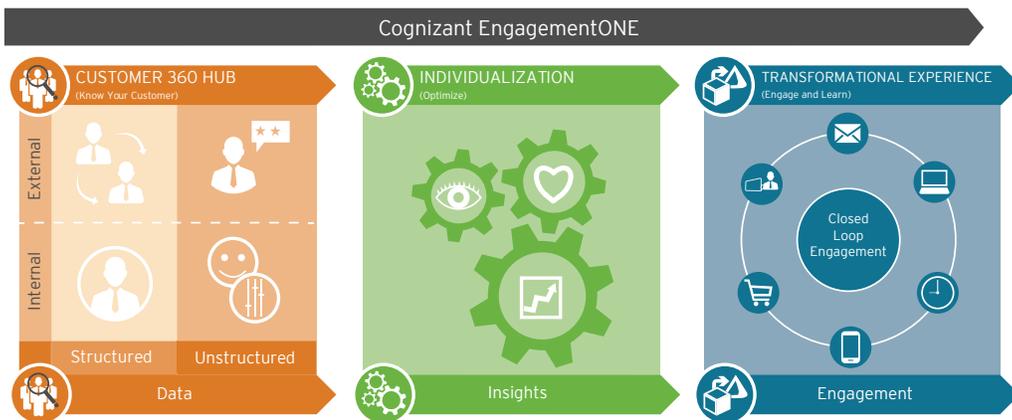
Delighting your customers and differentiating your brand begins with having a single source of customer truth provided by our Customer 360 Hub. It

includes customer profiles, purchase histories, and customer brand interactions (both historical and real-time) across the purchase journey. The customer's social perspectives and other third-party data are added to complete the picture.

The Customer 360 Hub includes the following elements:

- **"Golden record" of customer data.** "Golden records" provide unified context for customers' history, behaviors and interests that can be shared across your organization. It includes all data about a customer, regardless of source or format, and is integrated into a single record.
- **Data enrichment.** Each customer's record is continually augmented with data from internal and external sources, including paid, owned and earned data assets such as social sites, demographics, and other data aggregators.
- **Data management.** The Customer 360 Hub provides data security, data scrubbing, and scalable technology, as well as robust governance capabilities to integrate the high volume and wide variety of data types and sources.

Components of Cognizant EngagementONE



**Customer 360 Hub**

- Golden record
- Data enrichment
- Data management

**Individualization**

- Perform advanced analytics
- Personalized engagement in real-time
- Drive ROI of Engagement Decisions

**Transformational Experience**

- Design moments of truth
- Transform operational execution
- Capture customer feedback

## 2. Individualization

We'll provide insights that your organization hasn't had before, allowing you to individualize offers, promotions, and content via high-impact analytics and modeling, hitting each customer's personal sweet spot, during every interaction and across all touchpoints. Individualization elements include:

- Perform advanced analytics.** Generate insights your organization can convert into individualized best actions - such as messaging, content, and recommendations for the next customer engagement - and use the latest techniques in predictive and prescriptive modeling to ensure success.
- Personalize engagement in real-time.** Boost engagement, conversion, customer satisfaction and marketing ROI by building promotional offers and content that are relevant to the customer's real-time context and delivered through the most effective channels, such as email, online, mobile, social, in-store clienteling, contact center, etc.
- Drive ROI of Engagement Decisions.** While executing at the individual level increases engagement with your customers, we'll also enable you to measure the fruit of your efforts via analytics dashboards with KPIs, trend graphs and user-friendly tools to continually optimize your customer's experience and maximize your results.

## 3. Transformational experiences

Here's where the magic happens. With individualized customer data and insights in place, you're ready to deliver relevant, personalized offers and content across the entire customer journey, transforming your customer experience, operations and results. When Cognizant designs your EngagementONE initiative, we actually start the design process at the transformational experience stage, beginning with your customer experience goals. Elements include:

- Design Individual moments of truth.** Now that you know your customers well, you can guide them through the shopping process with individualized experiences and tailored information and incentives that move them from one step to the next. For example, some customers may be motivated by testimonials, others by trends and discounts.
  - Transform operational execution.** Once your organization is equipped with individualized insights, it can delight customers with experiences across the retail model, regardless of channel, situation or timeframe.
- Whether you execute offers automatically through email, online, and mobile channels, or via associate enablement (iPads, POS, customer service app), you deliver differentiated experiences that resonate with each customer.
- Capture customer feedback.** Collecting feedback and adding it to the Customer 360 Hub sharpens your customer records and deepens the richness of subsequent responses. The feedback may be explicit, such as selecting preferences or rating past experiences, or implicit, such as click-through, and each provides the opportunity to enrich future engagements and increase the likelihood of conversion.

### Client Success Stories

**By digitizing** its marketing in 40 countries, a global manufacturer expanded its consumer inbox reach 30%, decreased cost to lead by 20%, and improved click-through rate by 10%. Our engagement included personalized omnichannel, multi-wave campaigns as well as governance and standardization

**A retailer** of pet services and supplies strengthened its brand, improved its omnichannel experiences and created more effective campaigns. Cognizant was engaged to provide a single enterprise view of pets and pet-owners and households. We merged data from 14 sources, including demographic, behavioral, transactional, and interactional data

## The Benefits For Your Organization

While all three components of EngagementONE must be in place to gain the full benefits, components can be implemented individually. Maybe you're just launching your efforts to create a single view of a customer and are wondering where to start. Perhaps you're looking at how to operationalize a personalized experience.

No matter your current situation, EngagementONE can help you unlock strategic and tactical benefits.

### Strategic gains for your organization include:

- **Accelerate progression to advocacy.** Deepen relationships and accelerate the transition as customers move through the stages of acquisition, on-boarding, engagement and advocacy.
- **Insights that drive brand loyalty and market penetration.** Translate one-on-one individualization learnings into continually evolving customer-centric strategies that differentiate and lock up your segment.
- **Disrupt your industry and step away from the competition.** Achieve sustainable advantage by building a business model centered on meeting individual customer needs in real-time, every time.

### Tactical, everyday benefits

EngagementONE also enables your operation to run smoothly and more efficiently.

- **Transformed customer experience and service.** Drive engagement, conversion and

loyalty by delivering individualized experiences that bring together the right combination of content, offers and timing, regardless of channel.

- **Associates prepared for high-value engagement.** Arm store and customer service associates with all customer information, preferences and interactions across all touchpoints and enable them to proactively engage the customer and meet their needs, without asking repetitive questions.
- **Increased campaign effectiveness and conversions as well as higher sales and average order value (AOV).** Craft campaigns and offers that are spot-on, generating more revenue per transaction and in total by leveraging individualized product and service recommendations vs. generic promotions or broad discounting.

### Client Success Stories

**By developing** a unique, consistent view of each customer, a specialty retailer is providing relevant, personalized service - and doing so more efficiently. A seller of furniture, housewares and home accessories, the retailer focuses on high-touch service to customers across several brands. It engaged Cognizant to create a strategy and roadmap for a single view of customer preferences, transactions and interactions across channels, brands, and geographies. Our initial phase of work included definition of use cases, solution architecture, tool recommendations, and a business case.

**A major** cosmetics retailer is enabling real-time, individualized engagement with timely offers and service. Cognizant created a Guest 360 strategy, touchpoint analysis, solution architecture, and vendor RFPs, as well as a business case and roadmap to jump-start the initiative.

## Why Cognizant?

With Cognizant, you have a world-class digital transformation partner from beginning to end, guiding you to individualized customer experiences and a differentiated business.

Our capabilities across EngagementONE's three components include:

- **Strategy.** Maturity assessment and gap analysis, future state design and operating model based on desired individualized customer experience, complete with logical architecture and data model, implementation roadmap, tools selection and ROI analysis.
- **Implementation.** Design, development, and deployment via agile or agile-enhanced approaches.
- **Operations.** Drive engagement, conversion and overall performance with ongoing support, including data management, analytics, modeling, and insight development.

We do it all using a methodology that's based on human-centered design thinking, as well as collaboration, innovation and acceleration. Our Collaboratory innovation space and Centers of Excellence bring the latest ideas and technologies to the process.

Our engagements produce strategies that can be rapidly prototyped and implemented. We've developed our own solutions that can serve as accelerators and have strategic partnerships with leading innovative solutions providers. Clients can quickly achieve business transformation - and results.

We also partner with clients to develop enhanced business models, optimize resources, and create transformational change. Our work is backed by the primary market research we conduct to help us understand today's digital customer.

We're recognized by Forrester and IDC as a leader in digital transformation, and we use research and customer experience best practices to enrich the customer-brand relationship. Our teams in Master Data Management (MDM) have implemented hundreds of projects for single view of the customer. Gartner ranked us as the largest global systems integrator in MDM in 2013 and 2015. In addition, the MDM Institute named us one of the top three MDM system integrators.

### Client Success Stories

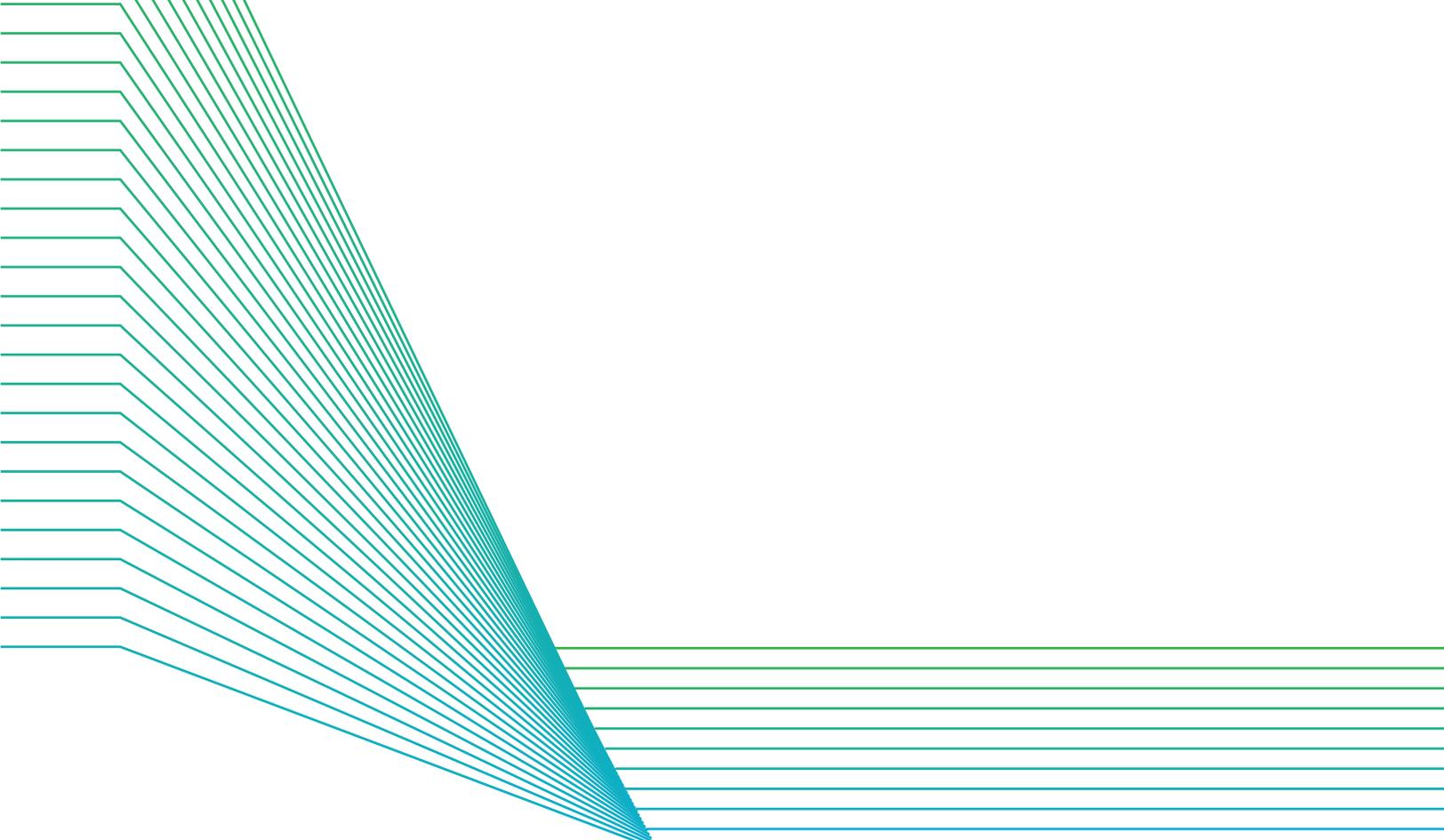
**After Cognizant** delivered a hyper-personalized digital experience on a luxury department store's website, the retailer saw a boost of 25% in the daily click-through rate and a 300% increase in conversions, with an AOV increase of \$130.

**With more** effective campaign management and real-time analysis across its channels and brands, a consumer products company realized big gains. The company reduced its marketing spend per consumer by more than 30%, and it increased conversion across brands by 35%. Cognizant created a single view of the customer in a real-time data store and implemented cloud-based enterprise marketing. We also institutionalized business processes and policies, supported campaign execution, and built engaging mobile apps.

*From the IDC MarketScape: Worldwide Digital Strategy and Agency Services for Digital Customer Experience Consulting 2016 Vendor Assessment (published January 2017).*

<http://www.idc.com/getdoc.jsp?containerId=US41917816>

*From the Forrester Wave™ B2C Global Service Providers, Q1 2015 (February 2015) by Forrester Research Inc.: "Cognizant excels in digital strategy, program management and Agile development, as well as business functions such as social analytics, mobile development, and omnichannel fulfillment strategy."*



## LET'S TALK

Connect with Cognizant today about how to win with individualized customer engagements through EngagementONE. Email us at [EngagementONE@cognizant.com](mailto:EngagementONE@cognizant.com) and you'll be contacted by a senior member of our EngagementONE team.

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## ABOUT COGNIZANT

Cognizant (NASDAQ-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 230 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at [www.cognizant.com](http://www.cognizant.com) or follow us @Cognizant.

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**Cognizant**

### World Headquarters

500 Frank W. Burr Blvd.  
Teaneck, NJ 07666 USA  
Phone: +1 201 801 0233  
Fax: +1 201 801 0243  
Toll Free: +1 888 937 3277

### European Headquarters

1 Kingdom Street  
Paddington Central  
London W2 6BD England  
Phone: +44 (0) 20 7297 7600  
Fax: +44 (0) 20 7121 0102

### India Operations Headquarters

#5/535 Old Mahabalipuram Road  
Okkiyam Pettai, Thoraipakkam  
Chennai, 600 096 India  
Phone: +91 (0) 44 4209 6000  
Fax: +91 (0) 44 4209 6060