



Cognizant Digital Systems & Technology

Cognizant customer engagement solutions on AWS Cloud

Improve customer interaction and engagement with next-generation digital technologies.

Redefining customer experience

Undoubtedly, the COVID-19 pandemic has disrupted the way we live, work, engage with one another, and communicate with our clients and customers. One of the biggest challenges during this unpredictable time is delivering a consistent and valuable customer experience (CX). Office closures and social distancing norms have reduced the number of agents who can be physically present at their offices to respond to customer requests, thus critically affecting service delivery levels. More than ever, enterprises today need to take a close look at the services they deliver.

Cognizant and Amazon Web Services (AWS) work together to make it easy and affordable for organizations to drive value through superior customer engagement. Cognizant's consulting expertise and strong global delivery network—combined with the reliable and scalable AWS Cloud

infrastructure, platforms and apps—enable us to collaborate and provide compelling solutions to today's digital challenges.

Enabling superior customer engagement and management

Cognizant remote productivity solutions on AWS Cloud enable contact centers, business process operations, digital operations and service desks to operate from the cloud. Two key solutions assist businesses with all aspects of client interaction and management:

- **Cognizant Intelligent Interactions**
This state-of-the-art contact center solution from Cognizant incorporates disruptive next-generation technologies, including cloud, omnichannel, self-service, advanced artificial intelligence (AI) and cognitive capabilities. With Amazon Connect, a best-in-class cloud contact

A consistent and seamless customer experience with the power of cloud.

center solution at its foundation, Cognizant Intelligent Interactions improves overall CX and ensures future-readiness.

- **Amazon Connect** is an industry-leading cloud contact center that delivers superior customer service at a lower cost. It offers core contact center functions, skills-based routing, call recording, and powerful reporting and easy-to-use management tools—all with pay-as-you-go pricing.

Key benefits

- **Enable seamless remote working:** Amazon Connect offers browser-based agent desktop/softphone capabilities that are not tied to physical devices and allows secure log in from anywhere. Web Real-Time Communication—an open, web-based framework—ensures excellent voice quality and compression.
- **Set up contact center with minimal effort:** It takes only a few clicks to set up an omnichannel contact center. Create chat flows by reusing existing automated interactions, and create voice and chat contact flows without any coding.
- **Save up to 80% over traditional contact center solutions:** Pay only for the time spent interacting with customers, plus any associated telephony and messaging charges. There are no minimum monthly fees, long-term commitments or upfront license charges.
- **Easily scale up or down to meet unpredictable demand:** Onboard tens of thousands of agents who can access Amazon Connect from anywhere in a secure and reliable manner.

- **Engagement Service on Cloud** Cognizant Client Engagement Service on Cloud enables multichannel interactions with customers across email, push notifications, SMS and voice for both promotional and transactional engagements. Global and scalable, this service uses Amazon Pinpoint to help quickly segment the user base and assign corresponding calls to action.
 - **Amazon Pinpoint** is a marketing and analytics solution that enables customer engagement with personalized, timely and relevant communications across channels.

Key benefits

- **Target the right customer at the right time:** Combine proprietary, third-party and real-time data to create tailored audience segments and send contextually relevant, personalized messages.
- **Rely on a single service with global scale:** AWS Cloud's highly scalable, low-latency, globally distributed architecture sends messages to customers anywhere, through multiple channels.
- **Get real-time insights:** Amazon Pinpoint provides real-time data to quickly provide customers with a better engagement experience and deliver on-demand messages.

Transforming a leading bank's contact center

A leading U.S. bank running a legacy contact center platform with high operational costs wanted to deploy a digital self-service solution and create a better CX. Cognizant partnered with the client to transform its contact center into a next-generation experience center built on the AWS stack—fully powered by AI, blending CX solutions such as cognitive, machine learning, natural language understanding and voice biometrics capabilities to drive CX goals.

Transforming customer service with AWS solutions.

Results:

- 15% increase in self-service containment rate.
- 25% reduction in total cost of operations.
- Four-month time to market.

Why Cognizant?

Cognizant works with global enterprises to build robust, modern and secure digital platforms on AWS Cloud. Remote productivity solutions from Cognizant and AWS enable you to meet the precise needs of a remote workforce while accelerating innovation and improving operational agility. As an AWS Partner Network Premier Consulting Partner, Cognizant can streamline your digital transformation and unlock new business opportunities.

To know more, visit <https://www.cognizant.com/cognizant-digital-systems-technology/cloud-enablement-services/aws-cloud>

About Cognizant

Cognizant (Nasdaq-100: CTSI) 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 194 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 or follow us @Cognizant.



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