



Offering Overview

Cognizant® Digital Customer Service

Turn customer service into a rich customer experience and value generating opportunity.

Grow Revenues with Service that Exceeds Customer Expectations

Delight Your Customers with Next Generation Service Capabilities

The digital revolution has created more demanding customers. When your customers contact you for service, they expect you to recognize them, have an accurate view of their history, and understand or even anticipate their current and future needs and be ready to meet them.

That's why your customer service center must now be at the core of your organization's ability to define and deliver a consistent customer experience. It should be a proactive, efficient, self-enabling engagement hub that spans every channel your customers may interact with along their journey and at each stage, from marketing to sales and service.

Yet it is challenging to deliver the experiences customers expect. Contact center value chains often are fragmented, resulting in long wait times, lack of contextual insight and personalization, inaccurate data and inconsistent experiences that frustrate customers and drive them to competitors. Further, many current customer service platforms are not aligned with strategic

business goals and don't support next-generation engagement models. Operating costs are high, while economic pressures often preclude capital investment in the infrastructure and capabilities required to develop new contact center capabilities.

Cognizant Digital Customer Service solves these challenges. We will create and manage next-generation customer service for your organization that opens new revenue-generating opportunities. With our expertise, tools and experience, we'll help you fully understand your customers' needs and deliver highly personalized services to meet them. From analytics that decode customer attitudes in real time to robotic process automation and AI that make self-service effortless, we'll help you optimize customer experience with a flexible, modern and cost-effective approach.

Drive value from turning customer service into a rich customer experience with Cognizant Digital Customer Service.

Seamless end-to-end contact center solutions

Cognizant Digital Customer Service goes beyond attractive front ends to operationalize end-to-end customer experience transformation. We enable you to deliver proactive, predictive interactions across all channels your customers prefer, supporting those with digital tools, including analytics and AI. We create an outcome-driven, agile operating model that learns from your own customers and delivers even more efficient, effective and enriched experiences.

Our approach enables your organization to:

- Accelerate customer experience transformation.
- Improve average revenue per customer through more effective cross-selling and upselling.
- Enhance brand reputation and improved customer loyalty and retention.
- Optimize contact center personnel and improve productivity to reduce operating costs.
- Scale easily to increase resources during peak periods.
- Deploy cutting edge and proven technology developed by Cognizant and our extensive network of technology partners.
- Reduce costs of licenses, infrastructure and hardware.
- Minimize capital expense with business process as-a-service delivery and innovative pricing models.

Our key offerings include:

Digital Agent Enablement and Automation Services

We help design, implement and execute the introduction of digital agents in your contact center ecosystem to achieve call elimination, channel deflection, biometric authentication and digital self-service. Our next-gen toolkit includes visual IVR, cognitive chat bots, conversational AI and personalized interactive videos.

Human Agent Empowerment Services

We improve agent efficiency and effectiveness, both in assisting customers and in upselling and cross-selling to generate more value. We deploy knowledge management tools, customer service platforms, comprehensive customer histories, analytics and AI to inform next best actions.

Customer Contact Quality Improvement and Compliance Services

We deliver 100% quality assurance with improved insights into customer satisfaction and sentiment, reducing churn and cutting the cost of regulatory compliance. Our capabilities include customer sentiment analytics, real-time interaction alerts and monitoring predictive and prescriptive analytics.

Workforce Management and Transformation Services

We help you build and manage the contact center workforce of the future that seamlessly blends virtual and human agents in real time across multiple channels. We combine workforce management platforms, analytics and AI with our process expertise to deliver multiskilled forecasting, schedule optimization, intraday management and advanced agent adherence reporting.

In the real world

We have enabled a wide array of clients to satisfy demanding customers and generate greater value with Cognizant Digital Customer Service, evident in this sampling of our work:

- Our complete redesign and expansion of a leading U.S. beverage manufacturer's customer experience channels **increased sales by \$150 million and customer retention and acquisition by 15%**. The client enjoyed **\$12 million in upfront cost savings and avoided \$18 million in capital expense**. We empowered customers to interact with our client at any time, from anywhere, on any device, while also ensuring our client had relevant, valuable and timely information based on customer demographic and purchase profile information.
- A U.S.-based healthcare company **achieved 7% channel deflection, reduced average hold time by 42%** and achieved a **16% customer opt-in rate** and a **20% visual IVR containment rate** when we transformed how members experienced the client's brand. Our solution delivered caller insights to agents while increasing self-service rates, improving the member experience and reducing the cost per call.
- We deployed interaction analytics for an American donut and coffee franchise and used the resulting data to build customized call drivers that changed customer sentiment conversion from **neutral to positive by 4%**, **achieved 78% to 84% improvement in quality**, yielded a **3% improvement in non-talk and cross-talking**, resulting in average handling time optimization and created an **8% reduction in repeat calls** across call drivers and a **15% reduction in dissatisfaction** across call drivers.
- Our client, a leading bank, saw its **self-service containment rate improve by 15%**, **customer satisfaction scores increase** with human-like customer engagement through IVR and **TCO drop by about 25%** after we transformed its legacy customer service processes and infrastructure to a cloud-native cognitive platform powered by Amazon Web Services (AWS). We implemented the new platform and integrated it with a core banking platform and cloud-based CRM platform in just four months.

Let's get started

Master customer experience transformation and grow revenues through delivering the intelligent, seamless service today's customers expect with Cognizant Digital Customer Service. For more information about deploying next-generation customer service capabilities with Cognizant Digital Operations, please visit www.cognizant.com/cognizant-digital-operations.



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 195 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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