85% of customer interactions will be managed by Artificial Intelligence by 2020

Intelligent Interactions Present State

- Focus on resolving problems
- Limited self-service capabilities
- Traditional business intelligence (BI)
- Customer segments drive business decisions

Intelligent Interactions Future Panorama

- Customer journey orchestration for better resolution
- 50%+ issues resolved through self-service / AI Bots
- Enhance and self-learning systems for Next Best Actions
- Personalized CX
- Innovative pricing plans, e.g. pay per minute

Focus on resolving problems

Limited self-service

Traditional business intelligence (BI)

Customer segments drive business decisions

Customer journey orchestration for better resolution

Increased FCR

50%+ issues resolved through self-service / AI Bots

Adaptive and self-learning systems for real-time Next Best Actions

Personalized CX

Innovative pricing plans, e.g. pay per minute

COGNIZANT INTELLIGENT INTERACTIONS

An Intelligent Interactions solution incorporating disruptive Next-Gen technologies like Cloud Omni-Channel, Self-Service, advanced AI and Cognitive capabilities to drive better first contact resolution (FCR) and drive digital engagement to digitalize our client’s contact centers and improve overall customer experience.

KEY HIGHLIGHTS OF THE SOLUTION

- AI at the core - AI drives the Interactions, Intelligence and learns continuously for precision CX
- CPaaS - Futuristic cloud platform with rich omnichannel and self-service functionalities
- Next Gen UI - Voice enabled self service
- API backbone - Accelerated time to market to achieve business value faster
- Modular - Customizable solution suite/framework which can be built for business processes specific to industries
- Flexible - Standards-based integration with Salesforce and other CRM solutions
- Affordable - Innovative Pay as you use model

KEY OUTCOMES

BUSINESS OUTCOMES

- Personalized Customer Experience
- Increase in Upselling and Cross Selling
- 50% Reduction in TCO
- 15% Reduction in Self-Service Containment Rate, Improved CSAT, FTR, NPS, Digital Deflection
- 40% Reduction in IVR abandonment rate, Reduce AHT, Churn rate

IT OUTCOMES

- Zero infrastructure dependency
- Built for future with “Next-Gen” technology components
- Power of “On-Demand” Scalability
- Anytime – Anywhere accessibility across devices and browsers
- Proven 99.95% availability of AWS stack

KEY SUCCESS STORY

A leading bank in US was running on traditional and legacy contact center environment, bearing heavy CAPEX and OPEX costs causing low CSAT. Cognizant partnered with the client to transform their contact center into a next gen experience center built on Amazon AWS stack - fully powered by AI, blending CX solutions such as Cognitive, Machine Learning, NLU, Voice Biometrics capabilities to drive CX 2020 goals.

4 Months Quick time to market

25% Reduction in TCO

15% Increase in self-service containment rate

COGNIZANT INTELLIGENT INTERACTIONS

An Intelligent Interactions solution incorporating disruptive Next-Gen technologies like Cloud Omni-Channel, Self-Service, advanced AI and Cognitive capabilities to drive better first contact resolution (FCR) and drive digital engagement to digitalize our client’s contact centers and improve overall customer experience.

KEY HIGHLIGHTS OF THE SOLUTION

- AI at the core - AI drives the Interactions, Intelligence and learns continuously for precision CX
- CPaaS - Futuristic cloud platform with rich omnichannel and self-service functionalities
- Next Gen UI - Voice enabled self service
- API backbone - Accelerated time to market to achieve business value faster
- Modular - Customizable solution suite/framework which can be built for business processes specific to industries
- Flexible - Standards-based integration with Salesforce and other CRM solutions
- Affordable - Innovative Pay as you use model

KEY OUTCOMES

BUSINESS OUTCOMES

- Personalized Customer Experience
- Increase in Upselling and Cross Selling
- 50% Reduction in TCO
- 15% Reduction in Self-Service Containment Rate, Improved CSAT, FTR, NPS, Digital Deflection
- 40% Reduction in IVR abandonment rate, Reduce AHT, Churn rate

IT OUTCOMES

- Zero infrastructure dependency
- Built for future with “Next-Gen” technology components
- Power of “On-Demand” Scalability
- Anytime – Anywhere accessibility across devices and browsers
- Proven 99.95% availability of AWS stack

KEY SUCCESS STORY

A leading bank in US was running on traditional and legacy contact center environment, bearing heavy CAPEX and OPEX costs causing low CSAT. Cognizant partnered with the client to transform their contact center into a next gen experience center built on Amazon AWS stack - fully powered by AI, blending CX solutions such as Cognitive, Machine Learning, NLU, Voice Biometrics capabilities to drive CX 2020 goals.

4 Months Quick time to market

25% Reduction in TCO

15% Increase in self-service containment rate

85% of customer interactions will be managed by Artificial Intelligence by 2020

Intelligent Interactions Present State

- Focus on resolving problems
- Limited self-service capabilities
- Traditional business intelligence (BI)
- Customer segments drive business decisions

Intelligent Interactions Future Panorama

- Customer journey orchestration for better resolution
- 50%+ issues resolved through self-service / AI Bots
- Enhance and self-learning systems for real-time Next Best Actions
- Personalized CX
- Innovative pricing plans, e.g. pay per minute

Focus on resolving problems

Limited self-service

Traditional business intelligence (BI)

Customer segments drive business decisions

Customer journey orchestration for better resolution

Increased FCR

50%+ issues resolved through self-service / AI Bots

Adaptive and self-learning systems for real-time Next Best Actions

Personalized CX

Innovative pricing plans, e.g. pay per minute

COGNIZANT INTELLIGENT INTERACTIONS

An Intelligent Interactions solution incorporating disruptive Next-Gen technologies like Cloud Omni-Channel, Self-Service, advanced AI and Cognitive capabilities to drive better first contact resolution (FCR) and drive digital engagement to digitalize our client’s contact centers and improve overall customer experience.

KEY HIGHLIGHTS OF THE SOLUTION

- AI at the core - AI drives the Interactions, Intelligence and learns continuously for precision CX
- CPaaS - Futuristic cloud platform with rich omnichannel and self-service functionalities
- Next Gen UI - Voice enabled self service
- API backbone - Accelerated time to market to achieve business value faster
- Modular - Customizable solution suite/framework which can be built for business processes specific to industries
- Flexible - Standards-based integration with Salesforce and other CRM solutions
- Affordable - Innovative Pay as you use model

KEY OUTCOMES

BUSINESS OUTCOMES

- Personalized Customer Experience
- Increase in Upselling and Cross Selling
- 50% Reduction in TCO
- 15% Reduction in Self-Service Containment Rate, Improved CSAT, FTR, NPS, Digital Deflection
- 40% Reduction in IVR abandonment rate, Reduce AHT, Churn rate

IT OUTCOMES

- Zero infrastructure dependency
- Built for future with “Next-Gen” technology components
- Power of “On-Demand” Scalability
- Anytime – Anywhere accessibility across devices and browsers
- Proven 99.95% availability of AWS stack

KEY SUCCESS STORY

A leading bank in US was running on traditional and legacy contact center environment, bearing heavy CAPEX and OPEX costs causing low CSAT. Cognizant partnered with the client to transform their contact center into a next gen experience center built on Amazon AWS stack - fully powered by AI, blending CX solutions such as Cognitive, Machine Learning, NLU, Voice Biometrics capabilities to drive CX 2020 goals.

4 Months Quick time to market

25% Reduction in TCO

15% Increase in self-service containment rate

COGNIZANT INTELLIGENT INTERACTIONS

An Intelligent Interactions solution incorporating disruptive Next-Gen technologies like Cloud Omni-Channel, Self-Service, advanced AI and Cognitive capabilities to drive better first contact resolution (FCR) and drive digital engagement to digitalize our client’s contact centers and improve overall customer experience.

KEY HIGHLIGHTS OF THE SOLUTION

- AI at the core - AI drives the Interactions, Intelligence and learns continuously for precision CX
- CPaaS - Futuristic cloud platform with rich omnichannel and self-service functionalities
- Next Gen UI - Voice enabled self service
- API backbone - Accelerated time to market to achieve business value faster
- Modular - Customizable solution suite/framework which can be built for business processes specific to industries
- Flexible - Standards-based integration with Salesforce and other CRM solutions
- Affordable - Innovative Pay as you use model

KEY OUTCOMES

BUSINESS OUTCOMES

- Personalized Customer Experience
- Increase in Upselling and Cross Selling
- 50% Reduction in TCO
- 15% Reduction in Self-Service Containment Rate, Improved CSAT, FTR, NPS, Digital Deflection
- 40% Reduction in IVR abandonment rate, Reduce AHT, Churn rate

IT OUTCOMES

- Zero infrastructure dependency
- Built for future with “Next-Gen” technology components
- Power of “On-Demand” Scalability
- Anytime – Anywhere accessibility across devices and browsers
- Proven 99.95% availability of AWS stack

KEY SUCCESS STORY

A leading bank in US was running on traditional and legacy contact center environment, bearing heavy CAPEX and OPEX costs causing low CSAT. Cognizant partnered with the client to transform their contact center into a next gen experience center built on Amazon AWS stack - fully powered by AI, blending CX solutions such as Cognitive, Machine Learning, NLU, Voice Biometrics capabilities to drive CX 2020 goals.

4 Months Quick time to market

25% Reduction in TCO

15% Increase in self-service containment rate

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, efficient and profitable businesses. Headquartered in the U.S., Cognizant is ranked 193 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.

© Copyright 2021, Cognizant. All rights reserved. No part of this document may be reproduced, stored in a retrieval system, transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the express written permission from Cognizant. The information contained herein is subject to change without notice. All other trademarks are the property of their respective owners.

World Headquarters
610 First Street
Mountainside, NJ 07092
Phone: +1 973 538 2000
Fax: +1 973 538 3003
Toll Free: +1 888 937 3277

Europe Headquarters
Talvez House
London SE1 9JH
United Kingdom
Phone: +44 20 7297 7600
Fax: +44 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

© Copyright 2021, Cognizant. All rights reserved. No part of this document may be reproduced, stored in a retrieval system, transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the express written permission from Cognizant. The information contained herein is subject to change without notice. All other trademarks are the property of their respective owners.