



Cognizant Digital Workplace Services

Cognizant® WorkNEXT™ Persona Services

Create an effective personalization strategy to achieve greater end-user satisfaction, loyalty and advocacy

Enterprise and end-user expectations from IT

Today end users demand an always-on access to personalized technology and information. They expect the power and flexibility to access the devices, applications, data and IT support they need to do their work. The way employees interact with devices, applications and data has changed as end users are no longer willing to adopt one-size-fits-all enterprise systems, they expect the IT team to understand their needs and provide them with the right tools to aid their work.

Enterprises are facing one or more of the following challenges:

- Narrowing the gap between user expectations and IT's ability to deliver the solution as per employee needs.
- Ensuring secure delivery of information within and outside the environment.
- Creating a seamless and personalized experience across channels, to customers when they engage with a brand.

- Streamlining multiple approaches to personalizing end-user experience by effectively managing the convergence of the physical and digital worlds.
- Insufficient knowledge and expertise in executing a successful digital persona and personalization strategy, especially while measuring outcomes.

With Cognizant® WorkNEXT™ Persona Services, we aim to provide an effective personalization strategy that enhances customer experience, leading to reduced costs and increased revenue from greater customer satisfaction, loyalty and advocacy.

Elevate end-users experience and enhance productivity with Cognizant® WorkNEXT™ Persona Services

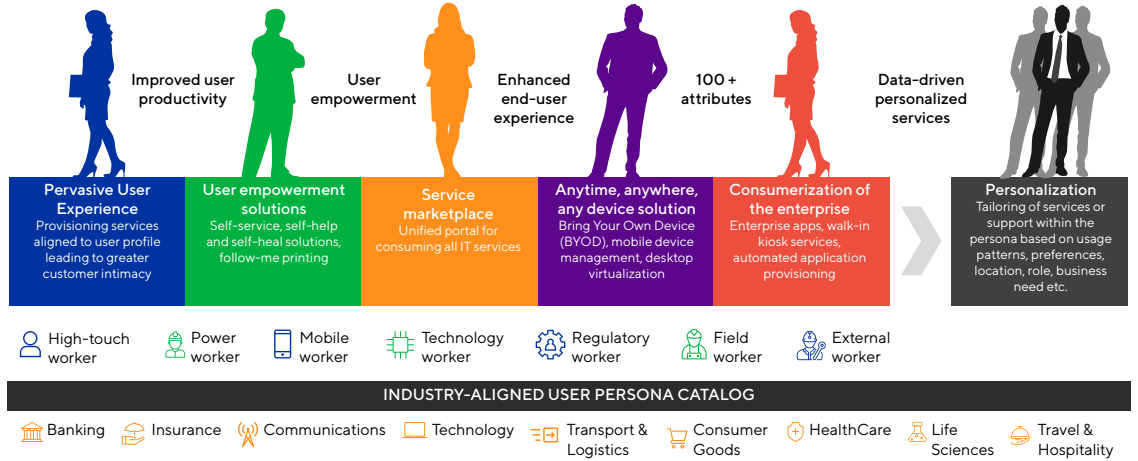
Cognizant® WorkNEXT™ Persona led IT service delivery model helps organizations shift IT's role from managing devices to managing end users, while reducing costs through operational efficiencies. This helps organizations put the right applications, devices and access in the hands of the right people at the right time. Cognizant has defined 100+ attributes to define the end-users' persona. These attributes

**Cognizant®
WorkNEXT™
Persona Services –
Peaking employee
productivity with
superior end-user
experience**

include different job functions, priorities, different regional or departmental requirements among others, meeting the specific needs of each persona. In addition,

it can provide data that helps IT to map service consumption to business outcomes and drive continuous improvement in service delivery.

Business Aligned Personas and Personalization



Cognizant® WorkNEXT™ Persona Components and Delivery Methodology

Cognizant® WorkNEXT™ Persona led service delivery is an innovative set of services and tools designed to improve end-user experience and align IT to business. We established a methodology to understand end-user requirements, mapping to IT resources and delivering the right data, applications and devices to drive business success.

Cognizant leverages a four-phased approach to identify/develop personas as per organizational needs:

- **Identify end-user requirements:** We identify requirements by conducting surveys of end users and extensive interviews with the IT Team, speaking with identified focus groups, and discovery of hardware/applications.
- **Monitor the user experience:** By deploying monitoring tools on the end-user devices, we can identify the following:
 - Hardware and applications used by them
 - Frequency of use of applications

- Performance of applications or hardware
- Machine boot-up time
- Faults with existing applications or hardware

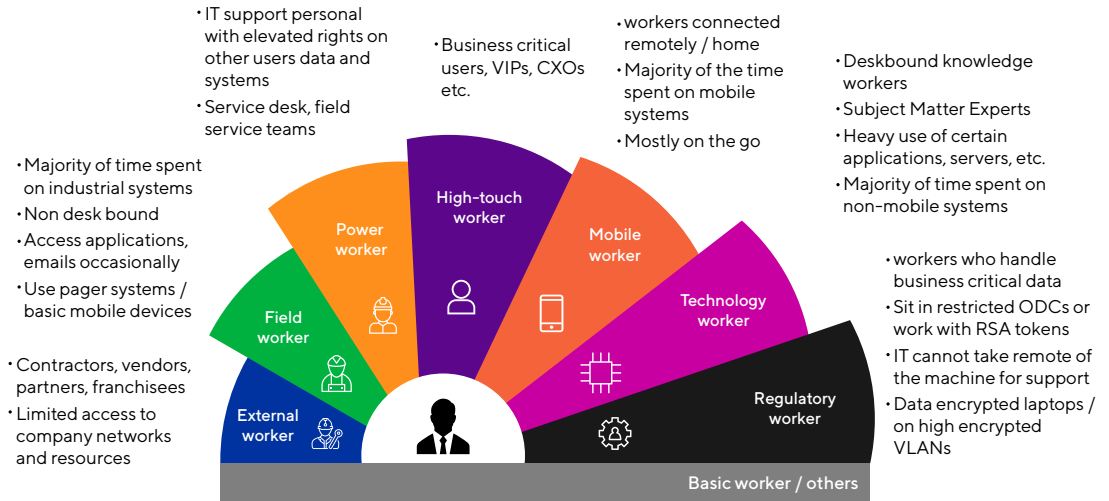
The aforementioned details will help to define a particular persona’s technology requirements, set standards for the end-user experience, and help us make detailed recommendations for improvements.

- **Define and build persona:** By collecting data from above two phases, we identify the personas based on the tool’s recommendation or manual identification. Once the personas are identified, they are communicated to and finalized with the relevant stakeholders. The next step is to group personas and tag them to respective applications, devices, access and privileges.
- **Continuous improvement:** The following activities are performed as part of continuous improvements:
 - Monitoring the personas and requirements from the end users.

- Providing personalization options to the end users for selecting the kind of support model.
- Addressing any requirements for applications or hardware.

This data will help in fine tuning persona definitions and prioritizing the capabilities. This will also enable to set the right size of IT delivery and support to the end user.

Cognizant – Persona Types



Delivering impact by empowering users

Our offering helps automate IT and improves the provisioning of IT resources to end users. Employees are empowered with the devices, applications, data and support they need. In addition, costs and inefficiencies are driven out of the system. Some of the prominent benefits include:

- Improved end-user satisfaction, productivity and empowerment of end-user.
- Reduced cost of applications licenses, hardware procurements and support through persona-defined support channels.
- Increased visibility to and alignment between IT and the business.
- Ability to make personas and roles future-ready and identify users that should be targeted for new technologies or services.
- Monitoring and reporting for continual process improvement through dashboards and reports.

- Performance-based system refreshes: Rather than refreshing systems solely based on purchase date, end-user devices that are identified with poor performance can be prioritized first.

Why Cognizant

Our WorkNEXT™ Persona Services solution takes a consulting-led, holistic, employee-centric approach placing users at the core. Along with our deep domain experience delivering industry specific solution, you can significantly improve the workforce experience. To drive organizational growth, we need to shift our focus from technology to user experience. Cognizant taps its large pool of anthropologists and UX designers to develop a smart strategy for a modern workplace. This helps you attract and retain the best talent, simplify your employees’ work, increase productivity and collaboration, and free up time for innovation.

For more information, visit our [website](#).

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 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](#).



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