



Customer Service Transformation

Personalized, streamlined & effective customer service experiences

To provide a consistently delightful service experience to customers, organizations need to identify the moments that matter most in a customer's journey and help them reach their goals in a simplified yet personalized manner.

New age technologies such as cloud, AI, and automation are powering enterprise digital strategy, helping clients provide Omni-channel hyper-personalized journeys to customers, while also helping them to achieve tangible business outcomes, including higher satisfaction scores, reduced costs and improved customer value.

“Organizations across industries must renew customer engagements and embrace digital to delight customers and stay ahead of the competition.”

The Gartner Group recommends three top customer service transformations:

1. Migrating contact volume from assisted to self-service channels
2. Upgrading legacy contact center technology
3. Automating Contact Service Processes

62%

of companies view customer experience delivered by a contact center as a competitive advantage.

68%

of global business leaders believe the future of customer service involves humans and AI working together.

Practice overview

Cognizant's Customer Service Transformation is a comprehensive approach that helps organizations meet the constantly evolving customer expectations. We wear a consultative hat to assess our client's contact center processes, landscape with an objective to benchmark their digital maturity against industry Standards. We also bring the right tools, templates, and frameworks to guide them on the path forward. Further, we go the extra mile by orchestrating the right software, platforms, people, and data to render context driven omnichannel interactions that result in proactive customer service, and memorable brand interactions.

5000+

Global contact center transformation specialists

300+

Clients

1000+

Contact centers rejuvenated

5 BILLION+

Interactions/year

Challenges	300+ Clients	1000+ Contact centers rejuvenated	5 BILLION+ Interactions/year	
<ul style="list-style-type: none"> Journey abandonment due to early exit Non intuitive Broken / Old call flows Poor self-service containment 	<ul style="list-style-type: none"> Infrastructure heavy High CAPEX recurring annually High cost to carry Frequent upgrades and version changes 	<ul style="list-style-type: none"> Average Handling time by agent was high No context carry for personalisation Poor operational efficiency – Swivel chair 	<ul style="list-style-type: none"> Operating on legacy technology High people dependency for transactions Low/no focus on business outcomes 	
Our offering	Cloud contact centers	Experience engineering	Digital business transformation	
<p>Conversational AI</p> <p>Human-like self-service experiences across customer engagement channels – voice as well as digital powered by Bots, Virtual Assistants and Digital Humans</p>	<p>Migrate customer engagements to modern asset light CCaaS platforms available as pay-per-use, offering global reach and scalability</p>	<p>Dynamic, real-time experiences engineered for customers and agents to personalize journeys, offer context-based services and drive NPS</p>	<p>Transform business operations for clients synergizing across people, processes, and platforms driven by hyper-automation, outcomes and value-based economics</p>	
Key benefits	<ul style="list-style-type: none"> Reduction in call volume via AI based containment Lower CES (customer effort scores) First contact resolution 	<ul style="list-style-type: none"> Shift from CAPEX to OPEX model Reduction in TCO by 50%+ via flexi scale Faster time to market 	<ul style="list-style-type: none"> Converting service calls into new orders with real time NBA Drive positive customer sentiments with AI Customer 360 – single pane view 	<ul style="list-style-type: none"> Outcome based delivery assuring improvement in business goals Digital leadership by harnessing power of next-gen technologies and AI/ML

Customer success

SIEMENS

Customer Service Transformation for leading global Lifescience major

- Consulting driven transformation – Business case, technology selection, and future roadmap
- Migrated from legacy to Genesys Cloud platform for 3100+ Agents across 30+ Countries
- Enabled end to end Contact center functionality – Voice, digital channels, routing WFM, QM, CRM Integration, reporting and analytics

[Link to the case study](#)

Offering: Cloud contact center, experience engineering

Geography: Global

Benefits

- **80% increase** in CSAT score
- **60% TCO** reduction
- Globally standard operations helping in **faster feature rollout**

PAPAJOHNS®

Better Ingredients. Better Pizza.

Automated the ordering operations by designing an end-to-end, intelligent, cloud-based omnichannel solution

- People, process and platforms modernization to impact Customer experience, agent experience & Business experience
- Managed transformation program with 'One Office' approach from Cognizant driving synergy and value across client's business, IT, Operations
- Smart deflection of "non-order" calls thereby improving availability of agents for handling revenue generating order calls
- Genesys cloud, Google AI, Pega, Salesforce

[Link to the case study](#)

Offering: Digital business transformation

Geography: Global

Benefits

- **25% increase** in IVR self-service
- Increased revenue per order of more than 15%
- **10% increase** in average orders per day at restaurants by **reduction of call abandonment rates**



Cloud refresh with Amazon Connect eliminating infrastructure cost and allowing continued operations

- Cognizant Digital Tolling Solution delivers end-to-end real-time visibility, empowering toll operators to eliminate inefficiencies and redundancies
- By using advanced artificial intelligence (AI), self-service and cognitive capabilities, the system delivers omnichannel customer service built on a modern, secure microservices architecture
- Seamless operations during covid times as platform allowed work form anywhere using native cloud capabilities

[Link to the case study](#)

Offering: Cloud contact center, conversational AI

Geography: North America

Benefits

- **90% TCO** reduction by eliminating infrastructure
- **50%** savings by moving to annual recurring license costs
- **360** degree view of transactions with real-time dashboard

A leading retirement plan provider in the U.S

Next generation cloud contact center for a leading retirement service company

- CPaaS - 100% web enabled work from anywhere solution with 'Amazon Connect'
- Authentication and fraud detection made simpler with Pindrop voice biometrics
- Real time customer sentiment scores with tips for agent to manage the conversation
- Omni channel agent desktop enabled by integrating Salesforce and Amazon Connect

Offering: Cloud contact center, conversational AI, experience engineering

Geography: North America

Benefits

- **25% increase** in IVR self-service containment
- 20% reduction in TCO
- **4 out of 5** customer calls ended with **positive sentiments**

Our transformation partners

Genesys 

Platinum Partner
and Re-seller

Leader in the customer
experience industry

Amazon
Connect



Global
Strategic Partner

Global leader in cloud
and AI

Google
CCAI



Global
Strategic Partner

Global leader in cloud
and AI

Kore.Ai 

Platinum Partner
and Re-seller

Leader in the customer
experience industry

Nice 

Global
Strategic Partner

Leader in customer and
agent experience

Why Cognizant?

- Cognizant takes a step-by-step approach to customer service transformation, from the practical limitations of the current state to the incremental improvements that minimize risk and associated costs
- As part of Cognizant Intelligent Interactions, we have built over 30+ solution accelerators, frameworks and reusable assets to help our clients derive faster time to value and reduce TCO
- We provide support for critical business and technology operations 24x7 while infusing next gen technologies for automation and continuous improvements
- We are rated as leaders by leading analysts for Contact Center modernization and Intelligent automation

To learn more about Customer Service Transformation and how we helped clients address their challenges or to arrange a solution demo and sales workshop, please reach out to cimbizdev@cognizant.com.



Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or [@cognizant](https://twitter.com/cognizant).

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