



CX GUILD

The logo for CX Guild features a white graphic of two stylized human figures, one taller than the other, with their arms raised in a celebratory gesture. This graphic is positioned above the text "CX GUILD", where the "X" is stylized with three arrows pointing to the right.

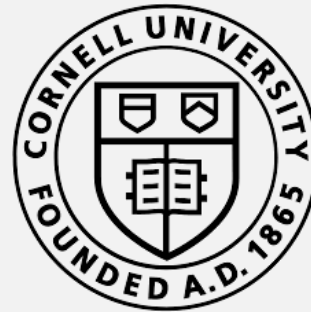
CREATING EXPERIENCES
THAT MATTER

May 2022

Experiences Outdo Products & Services



WORLD
ECONOMIC
FORUM



Since 1987, the share of consumer spending on live experiences and events has increased by 70%, relative to total US consumer spending.

“Experiential purchases tend to bring consumers more enduring happiness than material purchases...”.

78% of millennials choose to spend money on a *desirable experience over something material,...*



...the *trend extends beyond just young people, to every age bracket and socioeconomic class.*

Trends Driving Change in Today's Customer Experience



Digital First

Global scale and adoption of new digital businesses

Customers for Life

From selling products to subscription service

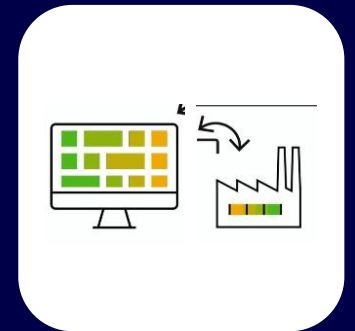


Complete View of Customer

Customer at center of the business (B2B2C)

Holistic Customer Experience

Connecting front and back office

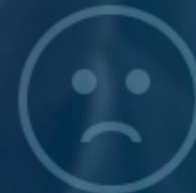




The Vision

Create a vibrant group of CX functional experts that help improve capability, delivery & branding

Contribute to knowledge management, mindshare for Cognizant, driven by Metrics that Matter



The Objective

Go Wide Or Take it Deep

- Consult with domain/ industry experts, equipped with right knowledge and tools to boost customers' CX advantage

Contribute & Drive Growth

- Design best practices and reference frameworks to help deliver stronger, smarter experiences

Be Known & Be Respected

- Empower teams to uncover CX insights and its business value, enhancing market mindshare and thought leadership

Drive Business & Outcomes

- Provide personalized solutions for businesses to create brand loyalty that increases competitive advantage

Our World-class CX Capability Provide End-to-End CX Services to Our Clients

Creative & Design

CX/ CRM in EAS

 **4700+**
PROJECTS

 **11,000+**
EMPLOYEES

 **1,000+**
CLIENTS

Enterprise
Application
Services

**idea
couture**

Innovation, Behavioral
Insight, Strategy,
design and technology



MIRABEAU | 

Digital Marketing & Customer Experience



zone
A Cognizant Digital Business

CXT focused agency
specializing in CX, Product
Design and related services



Foundational Technology