EVOLUTION OF CX CENTERS AND RISE OF AI

By 2020, customer experience (CX) will overtake price, product and service as the single biggest brand differentiator. Sharp focus on CX has become sine qua non for firms striving to succeed in the digital economy. Contact centers function as the vanguard for customer service initiatives, and effective service is pivotal to delivering superior CX. Today’s companies need to re-invent their CX strategy with digital as the centerpiece to entice and excite the GenZ who will account for 40% of consumer base by 2020.

“85% of customer interactions will be managed by artificial intelligence by 2020”
-Gartner

“Enterprises must re-imagine their operation, with automation and AI at the center of their strategy”
-Forrester

Digital bigwigs in the traditional online and ecommerce space are investing heavily in AI to bring a shift change to their CX. These solutions are also being launched to market and are being quickly lapped up by clients to redefine traditional contact centers.
INTELLIGENT INTERACTIONS

Cognizant’s state-of-the-art digital contact center solution, named “Cognizant Intelligent Interactions,” incorporates disruptive next-gen technologies that encompass cloud, omnichannel, self-service, advanced AI and cognitive capabilities built over best-in-class CX solutions to digitize our clients’ contact centers and improve overall customer experience, ensuring readiness for tomorrow.

KEY HIGHLIGHTS OF THE SOLUTION

AI at the core - AI drives interactions and 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 can be built for business processes specific to industries

Flexible - Standards-based integration with CRM solutions like Salesforce, Pega, Dynamic 365 CE

Affordable - Innovative pay-as-you-use model

MODULARIZED AND IP BASED

Features built by Cognizant as part of Intelligent Interactions
Features available in the market in bits and pieces with different providers
OOTB Features from Amazon Connect/Twilio
## HOW INTELLIGENT INTERACTIONS STANDS OUT IN THE MARKET

<table>
<thead>
<tr>
<th>Functional Block</th>
<th>Features</th>
<th>Traditional Contact Center</th>
<th>Cognizant Intelligent Interactions</th>
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</thead>
<tbody>
<tr>
<td><strong>Platform</strong></td>
<td>Public Cloud (License Based)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>CPaaS (Usage Based)</td>
<td></td>
<td>✓</td>
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<tr>
<td><strong>Channels</strong></td>
<td>Traditional – Voice/IVR, Email</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td></td>
<td>Digital - Chat, Video, SMS, Social, Co-Browse</td>
<td>✓</td>
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<tr>
<td></td>
<td>Digital Self Service - Chatbot, Voice Bot, Visual IVR</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td></td>
<td>Next-Gen Channels – WhatsApp, IoT, Google Home/Alexa</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>Media</strong></td>
<td>Text and Voice</td>
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<td>Video and Image</td>
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<td>✗</td>
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<tr>
<td><strong>Real-Time Intelligence</strong></td>
<td>OOTB and Customized Reporting</td>
<td>✓</td>
<td>✓</td>
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<td>Speech and Text Interaction Analytics</td>
<td>✓</td>
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<td></td>
<td>Cognitive - Emotion, Facial, Sentiment</td>
<td>✓</td>
<td>✓</td>
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<tr>
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<td>Machine Learning – Predictive Analysis</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>Recording</strong></td>
<td>Screen and Voice</td>
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<td>✓</td>
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<tr>
<td></td>
<td>Single Unified Channel for Agent and Customer</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>Customer Journey</strong></td>
<td>Omnichannel Customer Journey Maps</td>
<td>✓</td>
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</tr>
</tbody>
</table>

## KEY OUTCOMES

### Business Outcomes
- **Personalized Customer Experience**
- **Increase in Upselling and Cross Selling**
- **50% + reduction in TCO**
- **15% increase in Self-Service Containment Rate**
  - Improved CSAT, FTR, NPS, Digital Deflection
- **40% reduction in IVR abandoned 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**
SUCCESS STORIES

Contact Center Transformation for a Leading US Bank

A leading U.S. bank running a traditional and legacy contact center environment had heavy CAPEX and OPEX costs, causing low CSAT. Cognizant partnered with the client to transform its contact center into a next-gen experience center built on the Amazon AWS stack - fully powered by AI, blending CX solutions such as cognitive, machine learning, NLU and voice biometrics capabilities to drive CX 2020 goals.

15%  
Increase in self-service containment rate  

25%  
Reduction in TCO  

4 Months  
Quick time to market

Transforming Leading Life Sciences Major’s US Contact Center

A leading Life Sciences major was running a traditional and legacy contact center environment, calling for upgrade and not supporting new digital channels. Cognizant collaborated with the client to transform its contact center into a next-gen experience center built on the Intelligent Interactions solutions, powered by both AWS and Twilio ecosystems.

50%  
Significant reduction in TCO (approx.)  

Zero  
Hardware dependency – purely web-based  

21 Days  
Quick time to market

Contact Center Consolidation and Modernization for an Education Major in Australia

A leading education consulting major in Australia was struggling with high customer churn & increased cost of service due to fragmented and legacy technology systems. Cognizant was involved in a contact center modernization exercise and helped the company standardize business processes, consolidate systems and cloudify its landscape with a CPaaS-driven multi-channel platform on Twilio.

40%  
Reduction in IVR abandoned rate  

22%  
Increase in call volumes  

2 Months  
Quick time to market
Head Start to Transform POC Offering

We understand that enterprise transformation is a long journey and needs to start with small steps. We created an exclusive POC offering of Intelligent Interactions to kick-start your transformation journey.

- Enable up to 25 agents
- IVR with up to 3 main contact flows (English only)
  Enable Lex NLU within flows as appropriate
- Enable Lex Chatbot on web/mobile
- Skill-based routing for up to 3 skills
- Up to 2 API calls (via Lambda) to retrieve data elements (assumes web services already exist)
- Configure 1 Contact Control Panel
- Configure out-of-the-box reporting
- Enable call recording (if required)
- CTI configuration with SFDC or MS Dynamics for ANI based screen pop
- Configure up to 4 user roles/profiles (agent, supervisor, quality analyst, admin) and associated security profiles

SOLUTION PARTNERS

REFERENCES

(3) http://www.cio.in/analysis/google-bringing-its-human-conversational-ai-contact-centre

Cognizant’s EAS Practice

Cognizant Enterprise Applications Services (EAS) offers high-value digital & business transformation solutions in the areas of Customer Experience, Human Capital Management, Supply Chain Management, Finance/ERP and Digital Integration. Our digital & business transformation services cover the gamut from business Strategy & Advisory services, product consulting & implementation to post implementation value-enhancement services. Our group works closely with clients to simplify, modernize, secure and digitally enable their enterprise applications environment. We partner with major enterprise applications vendors such as SAP, Oracle, Salesforce and Pegasystems. Clients leverage our deep industry experience, analytical insights, and strategy and transformation capabilities to improve operational performance, as well as enhance employee productivity and engagement across the enterprise. To learn more, please visit https://www.cognizant.com/cognizant-digital-systems-technology/enterprise-application-services

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 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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