



**Cognizant® Customer Experience Management**

# Modernizing tomorrow's contact centers to drive meaningful interactions

Digital technology has transformed customer experience (CX), empowering consumers to interact with brands on their own terms. Companies are now expected to provide seamless customer service across every channel, but they're struggling to adapt to evolving user needs. Leaders want to understand how context and intent can differ by channel to enable consistent, personalized experiences that increase customer satisfaction.

Since the pandemic, Net Promoter Scores have fallen by 51%.<sup>1</sup> Businesses urgently want to increase the impact of their CX, but legacy technology is failing to provide employees with the data and tools they require. Brands want to develop analytics and automation functions that enrich every customer connection while enabling frictionless handoffs between digital and human agents.

Organizations must build human-centric CX solutions that support meaningful, emotive customer interactions. This is only possible when businesses modernize CX technology. Modern digital infrastructure enables insight-powered customer service that maximizes retention rates, improves reputation and drives revenue.

“69% of companies say the biggest challenge to a differentiated CX is designing and managing cross-channel experiences.”

---

Source: : IDC. “Building an Actionable Understanding of Your Customers”

<sup>1</sup> XM Institute. “Net Promoter Score Collapses During Pandemic.” 2020

# Cognizant®

## Our solution

Cognizant Customer Experience Management is a digital-driven solution that transforms disconnected customer service models. We embed accessible modern technology into contact center operations and bring together the right talent to deliver CX with empathy. Using advanced data analytics, we drive meaningful experiences across human and digital channels.

## Our digital-driven contact center

We transform processes, data and technology across end-to-end CX operations and leverage workforce management tools to optimize contact center performance in real time.



### Authenticate

Our authentication process ensures secure and effective communication across channels, giving customers peace of mind that their data is safe.



### Connect

We implement omnichannel solutions that increase consistency and empower customers to interact on their terms.



### Engage

Our Unified Agent Desktop technology provides brand associates with the data and functionality they need to solve complex customer queries at speed.



### Predict

We use predictive analytics to improve customer insights. This drives sales, improves customer support and enables more relevant, personalized service.



### Automate

Our cognitive technology automates repetitive tasks, raising the productivity and effectiveness of brand associates.

## How we operationalize effectively

### Proven talent

Our team of over 15,000 brand associates provides localized customer service from 35 global delivery locations. We support 30 languages, and our employee support programs ensure that all brand associates are skilled problem solvers.

### Industry expertise

We have deep domain knowledge and tailor our services to industry verticals. Our 2,000-strong team of digital design and UI specialists configure AI-enhanced solutions to address client-specific challenges.

### Assets and partnerships

Our proprietary tools supercharge insight creation, process automation and fraud mitigation. Through partnerships with industry-leading vendors, we integrate the best available technology across our omnichannel solutions.

## Why Cognizant?

We are uniquely positioned to implement digital CX solutions that build customer-centric capabilities at scale.

Through the right mix of technology and capabilities, we have transformed operations for 100 global businesses. We handle over 250 million meaningful customer interactions annually.

Our approach unlocks real business value, having delivered more than \$3 billion in revenue growth and \$500 million in cost savings for our clients over the past five years.



To learn more, visit [cognizant.com/cxm](https://www.cognizant.com/cxm)

### 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 185 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](https://www.cognizant.com) or follow us [@Cognizant](https://twitter.com/Cognizant).



#### World Headquarters

300 Frank W. Burr Blvd.  
Suite 36, 6th Floor  
Teaneck, NJ 07666 USA  
Phone: +1 201 801 0233  
Fax: +1 201 801 0243  
Toll Free: +1 888 937 3277

#### European Headquarters

1 Kingdom Street  
Paddington Central  
London W2 6BD England  
Phone: +44 (0) 20 7297 7600  
Fax: +44 (0) 20 7121 0102

#### India Operations Headquarters

#5/535 Old Mahabalipuram Road  
Okkiyam Pettai, Thoraiakkam  
Chennai, 600 096 India  
Phone: +91 (0) 44 4209 6000  
Fax: +91 (0) 44 4209 6060

#### APAC Headquarters

1 Changi Business Park Crescent,  
Plaza 8@CBP # 07-04/05/06,  
Tower A, Singapore 486025  
Phone: + 65 6812 4051  
Fax: + 65 6324 4051