



Cognizant® customer and employee experience

# Human-centered experience

Personalization at scale.

**Why do consumers choose certain brands over others? What makes one brand more valuable than another? Increasingly the answer to these questions is found in the experience that brands provide for their customers.**

Designing experiences that resonate with consumers relies on both meaningful insights – and the speed with which they can be deployed into personalized experiences at scale. Companies today must design and deploy flawlessly executed experiences faster, building on data-driven insights to stay continuously relevant.

With Customer and Employee Experience, businesses can deliver the engaging experiences consumers demand by connecting the data and insights that matter most to the personalized

experience design process - and globally scaling deployment.

Excellent experiences change both consumer perception and behavior. Now more than ever, companies hold vast amounts of data on their customers. But to lead the market, businesses need to truly understand the why of customer behavior, the market context and improve their own ability to deliver valuable and valued experiences at scale.

**“Winning on experience is a two-sided coin: It requires an understanding of the drivers of consumer preference and the ability to meet these preferences across channels, time and contexts.”**

Mark Taylor, Senior Vice President and the Global Practice Lead for Cognizant Digital Experience

## Our offering

Cognizant's Customer and Employee Experience is a holistic solution that connects people with extraordinary experiences. Our design-led solutions span the entire customer lifecycle to drive value across industries, delighting your customers and employees alike.

Cognizant is one of the few global companies with the combined human and technology expertise to orchestrate hyper-personalization at scale.

Our industry-leading research and development team develops toolkits for rapid deployment and app evolution of your digital products, platforms and programs via agile pods that can quickly scale to meet project requirements. We ensure your solutions can be delivered rapidly and continue to reflect the changing needs of your customers.

Not every journey starts at the beginning. Each of our individual offerings is an access point. Our approach is customer-centric from the start. The software design methodology reimagines the experience by putting the customers' needs first.

## We deliver



### Intimacy

Persona Archotyping; Journey Mapping; Moments that Matter Concepts



### Industrialization

Experience Blueprint; Product, Platform and Program Roadmap

## Our methodology

Exceptional customer experiences start with design and build. We have a two-part approach to this:

**Intimacy:** We align a deep understanding of the needs of customers, employees and partners to your business context and growth drivers.

**Industrialization:** Through orchestration we deliver scaled software-enabled solutions to meet those needs with the agility to adapt as customer expectations and behaviors evolve.

The powerful multiplier effect of the insight process informs software design and enhances the experience around the customers' needs first.

### We can help you drive growth and add value by:

- Understanding consumer and contextual insights to map and optimize customer journeys
- Identifying the moments that matter for your audiences across marketing, sales, and services
- Designing and connecting useful, memorable, and engaging interactions
- Implementing experience-led digital platforms, products and programs

Our "customer intimacy + industrialization" approach begins with the analysis of three sources of insights that when considered together uncover a more intimate understanding of customer needs. This coupled with the context of the business serves to accelerate industrialization in ways that were previously not possible.

### Cognizant Customer and Employee Experience helps clients to:

- Deliver well-orchestrated, relevant and valued experiences across time, channels and interactions to delight your customers and drive performance.
- Move your customers on their journey from preference and acquisition to satisfaction and lifetime value.
- Drive behavior change and improve customer experiences across all organizational touchpoints.
- Ensure relevant upsell and cross-sell opportunities.
- Prescribe actions that lead to better outcomes and guide forecast reliability.



### Orchestrated scaled solution design

Engaging our global network of technical and production capabilities to multiply value and benefit

**Wherever you are in your Experience Design process, we can help you drive growth and add value.**

## Customer and employee experience industry examples



### Financial services

Increase customer satisfaction and self-service



### Healthcare

Reduce compliance risk and increase conversion rates



### Life sciences

Enable better patient-recovery experience and clinical outcomes



### Manufacturing logistics & utilities

Improve driver experience and productivity tracking



### Retail, consumer goods & hospitality

Create engaging brand experiences to drive sales



### Communications, media & technology

Grow utilization and app store ratings



## Why Cognizant?

Cognizant has helped some of the largest global companies in the world change behavior through experience design and orchestration. Cognizant delivers a unique blend of strategy, design and technology specialists. Our Customer and Employee Experience team helps our clients win by imagining and enabling exceptional experiences at scale. We offer an uncommon ability to connect data to design, software to stories, and insights to outcomes, ultimately connecting people with personalized experiences and moments that matter.

**Great experiences change lives, change minds, change behavior.**

We'll work with you to discover the moments that matter for your customers and employees, analyzing data insights and the key interactions that make the biggest impact on your relationship with your customers. We'll show you how to transform these high-value interactions into personalized experiences, increasing customer and employee engagement and loyalty to drive business results.

To learn more, visit [www.cognizant.com/cognizant-digital-business/digital-experience](http://www.cognizant.com/cognizant-digital-business/digital-experience)



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](http://www.cognizant.com) or [@cognizant](https://twitter.com/cognizant).

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