



Cognizant Digital Operations: Retail & Consumer Goods

**Transform business operations to
unlock value and deliver
next-generation digital experiences**

Cognizant[®]

Today's retail and consumer goods companies are challenged to develop deeper customer relationships, enable and empower customers, create exceptional experiences and bring digital into every function of sales, support, merchandising and finance operations.

In this digital era, intelligent and agile operations are critical for success. Organizations need to bring together business process transformation, digital platforms and automation to keep pace with customer demands and market trends. Data, analytics and artificial intelligence (AI) must be used to understand customers and growth opportunities. To adapt to an evolving marketplace, traditional operations like sales, customer service, data management, content management, finance and marketing operations should adapt digital transformation and managed services to maintain high levels of efficiency and speed while optimizing the total cost of ownership.

Cognizant runs digital operations for some of the largest enterprises and leaders in the retail and consumer goods marketplace. We combine deep industry and domain experience with our digital transformation capabilities and global scale to help our clients meaningfully engage and grow customer relationships, sales and revenue while optimizing cost and efficiencies in operations.

Learn why over 30,000 retail stores work with us and why Everest named Cognizant a Leader in Business Process Services Delivery Automation.

How we work

Consulting

We help you reimagine operations to solve complex performance, customer experience and cost issues. Using a digital first approach to transformation, we bring together digital platforms, intelligent process automation, AI and other digital capabilities to improve operational speed, efficiency and agility.

Implementation

We bring your digital plans to life by transforming your processes, technology and workforce to minimize friction and reduce risk throughout your enterprise. Combining industry expertise with domain knowledge, we ease the pain of implementing digital operations.

Managed services

We simplify how you work and reduce your total cost of ownership through the combination of people, processes and technology delivered as a service. Implementing outcome-based commercial models, we share the risk and reward of achieving your goals.



Retail and consumer goods companies are increasing sales 33% with intelligent order management.

The retail & consumer segments we serve

Consumer goods

Apply business process transformation to improve sales and marketing, customer service and finance processes, enhance customer experience and grow market share.

Department stores

Combine intelligent digital platforms and managed services to improve supply chain management and customer service, agility and adaptability.

Discount stores

Implement digital operations to optimize merchandising and improve supply chain efficiency and product mix management to improve customer retention and growth.

Grocery and pharmaceutical retailers

Bring together cloud, data, automation and AI to improve pricing and inventory management, sales and service operations, and end-to-end customer experiences.

Specialty retailers

Transform business processes to innovate customer experiences across on-site and digital channels and to improve agility to adapt to constant change.

Food service companies

Transform sales operations and customer service and, by bringing in a proven digital operations playbook to lift revenue, deliver a next-generation omnichannel customer experience and business outcomes.

Our offerings and platforms

Cognizant® Digital Finance and Accounting

Transform finance and accounting operations into a value generator for your organization. Apply next-generation digital capabilities to enhance existing investments and turn procure-to-pay, order-to-cash, record-to-report and financial planning into valuable business insights.

Cognizant® Digital Customer Service

Recognize new revenue-generating opportunities for your organization with next-generation customer service. We enable you to deliver proactive, predictive interactions across all your customers' preferred channels to deliver more efficient, effective and enriched experiences.

Cognizant® Digital Store Support

Ensure uptime of stores to reduce revenue leakage and employee downtime and to increase customer satisfaction. Digital store support services enable quicker issue resolution and faster checkouts.

Cognizant® Digital Content Management

Gain improved revenue through robust and digitized content management processes. This will ensure content accuracy, consistency of data, enriched images with image digitization and smart labeling. Ultimately, you'll have a seamless experience on ecommerce platforms achieved through advanced analytics, automation and data extraction technology.

Cognizant® Next Gen Customer Service and Sales Operations

Integrate CRM, customer-interaction channels, advanced analytics, marketing and human-centric process design to achieve digital transformation through our omnichannel solutions. We help you deliver superior customer interaction experiences, a committed revenue list, improved acquisitions, reduced churn, operational efficiencies and flexible commercial models.



Over 30,000 retail stores and restaurant locations rely on Cognizant solutions.

In the real world



A large food and beverage company wanted to upgrade its customer engagement capabilities from telephone-only contacts but had limited resources. We deployed our **Next Gen Customer Service and Sales Operations Solution, an integrated offering encompassing omnichannel contacts, business-to-business ecommerce, marketing automation and advanced analytics** to manage sales operations. The outcomes included a \$150 million uplift in sales and a 20% increase in contact center productivity.



A leading grocery retailer was looking to redesign store technology service and support for its business operations. We implemented our **Digital Store Support Solution to optimize store technology support, speed issue resolution and reduce cost of operations**. As a result, help desk critical issue escalations dropped by 66%, average handling time (AHT) for service calls dropped by 40% and the average time for IT-issue ticket resolution decreased from 20 hours to four hours.



A leading U.S. footwear retailer was seeking to improve its customer experiences. To meet its needs, we **deployed intelligent automation across its operations**. The combination of automation-for-order status retrieval along with real-time customer support and order analytics resulted in a 28% reduction in AHT and 1.2 million ecommerce transactions supported per year.

What sets us apart

Industry experience

Nine of the top 30 global retailers and two of the top four global distribution companies trust and rely on us to solve complex business, operations and technology issues.

Digital talent

Our retail and consumer goods operations specialists help clients develop, implement and manage improved operating models and optimize customer experiences across North America, Europe and APAC.

Global delivery centers

Clients benefit from over 100 delivery centers located across the world, strategically positioned to provide cost-effective and integrated near-shore, offshore and onshore managed services, innovation labs and centers of excellence.

Digital ecosystem

Our business is uniquely organized across digital business, digital operations, and digital systems and technology to provide clients everything they need to tackle enterprise-wide digital transformation and gain an edge over their competitors' niche capabilities.

Alliances

We maintain over 248 partnerships with industry-leading technology companies and routinely grow capabilities and upskill associates to keep clients' solutions at the forefront of industry innovation and breakthrough digital technology advancements.

Subscription services

Managed services are backed by outcome-oriented commercial models that help clients instantly lower total cost of ownership and provide simple and predictable pricing, similar to today's leading consumer subscription services.



Cognizant—a recognized leader

FORRESTER[®] Leader in Robotic Process Automation Services
Q4 2019 Vendor Assessment

Everest Group[®]
PEAK
M A T R I X[™] Leader in Business Process Services Delivery
Automation 2018 Vendor Assessment

FORRESTER[®] Leader in Digital Process Automation Service
Q3 2018 Vendor Assessment

By the numbers

9 of the **top 30**

global retailers use Cognizant's services and solutions

Ranked **193**

on the Fortune 500

2 of the **top 4**

global distribution companies use Cognizant's services and solutions

100+

global delivery centers

Connect with us



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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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