

Experience as a service



Partnership highlights

Genesys®, a global cloud leader in customer experience orchestration, helps organizations in more than 100 countries harness the power of the cloud, digital and AI technologies to deliver customer and employee experiences at scale.

Cognizant, one of the world's leading consulting and digital transformation companies, is a Global Platinum Partner and re-seller for Genesys and is among an elite league of partners with the highest status for customer service transformation.



650+
Consultants



75+
Clients



20+
CX solutions



300+
Contact centers



5 Billion+
Interactions/year

Cognizant and Genesys — transformation offerings

We focus on delivering unparalleled customer and agent experiences to our clients through our core offerings:

1. Cloud Contact Centers for asset-light operations
2. Conversational AI for self-service
3. Experience Engineering for hyper-personalization
4. Digital Business Transformation

1. Cloud Contact Centers

Omnichannel CX enabled on Genesys Cloud CX offering unlimited scalability and shift from premise based CAPEX model to flexi based OPEX model

Focus areas: Genesys Cloud CX, Genesys Multicloud CX

Customer Success



Global cloud CX migration

- Consulting driven transformation — Business case, technology selection, and future roadmap
- Migrated from legacy to Genesys Cloud CX for 3100+ Agents across 30+ Countries
- Omnichannel — Voice, routing, WFM, QM, CRM Integration, reporting and analytics

[Learn more](#)

Benefits

- **80% increase** in CSAT score
- **60% TCO** reduction
- Globally standard operations helping in **faster feature rollout**

Technology partners



2. Conversational AI

Human-like self-service experiences across customer engagement channels – voice as well as digital using Bots, virtual assistants and Digital humans

Focus areas: Genesys Cloud CX, Genesys Multicloud CX, and Genesys DX

Customer Success



Healthcare

Conversational AI enablement for a large US based healthcare Company

- Modernized contact center platform by consolidating and upgrading to latest Genesys version
- Transformed member experiences with digital channel enablement– chat, email, SMS and social
- Improved self-service with conversational AI for drug refill, billing, case status, authentication etc.

Benefits

- **2.6 million** expected Savings in 2022
- **250% Increase** in self-service calls post conversational AI implementation
- **41% Growth** in Intent Recognition improving customer experience

Technology partners



3. Experience Engineering

Re-engineer agent & customer experiences through by real-time data driven decisions to achieve contextual and personalized customer service

Focus areas: Genesys Cloud CX, Genesys Multicloud CX, and Genesys DX

Customer Success



Banking

Transforming digital banking experiences for a retail community bank in the U.S.

- Modernized contact center platform migrating from premise to Genesys Cloud.
- Elevated agent experience by providing unified agent desktop with Genesys, infusing data from various in-house CRM systems
- Customer journey maps for contextual and personalized CX
- Implemented virtual assistants for digital self-service banking.

Benefits

- **25% Reduction** in TCO from digital transformation
- **17% increase** in self-service containment for authenticated users
- **4 months' time** to market

Technology partners



4. Digital Business Transformation

Digitize business operations and deliver outcomes for clients synergizing offerings across People, Processes, and Platforms by infusing hyper-automation and Cloud CX

Focus areas: Genesys Cloud CX, Genesys Multicloud CX, and Genesys DX

Customer Success



Automated the ordering operations by designing an end-to-end, intelligent, cloud-based omnichannel solution

- People, process and platforms modernization to impact Customer experience, agent experience & Business experience
- Managed transformation program with 'One Office' approach from Cognizant driving synergy and value across client's business, IT, Operations
- Smart deflection of "non-order" calls thereby improving availability of agents for handling revenue generating order calls

[Learn more](#)

Benefits

- **95% CSAT score** for new ordering solution
- Increased **revenue per order** of more than **15%**
- **10% increase** in average orders per day at restaurants.
- **Customer 360** with unified agent desktop.

Technology partners



Our Genesys Solution Hub

We have a dedicated center of excellence and CX laboratory for Genesys and have 20+ solutions and accelerators focusing on transforming customer experience, agent experience, business experience to achieve accelerated business value and ROI.



Real-time Analytics for Genesys

Real-time CX analytics for agents in Genesys agent desktop powered by speech to text transcripts, keyword search, customer sentiments, language translation powered by AI/ML solutions.



Customer 360 Desktop for Genesys

Custom agent desktop built for webRTC infusing Genesys omnichannel (email, chat, voice, social) using API lake to pull in customer data, traversed journeys, open CRM cases for customer 360 and contextual CX.



Interaction Analyzer

Post-call analytics to aggregate CX metrics such as Self-service containment, customer sentiments, topic cloud, failed utterances, quality score across voice and digital channels.



Dynamic Content Routing for Genesys

Dynamic content routing for Genesys is a solution which helps contact center administrators to update business logic for call center routing using simplified UI. Routing can be configured for Queues, Toll free numbers, lines of business, language etc. using web based interface which triggers APIs to configurable data models.

Real-time caller authentication solution



Real time caller authentication is a solution which works over Genesys CX cloud, and helps agents to verify the caller using voice biometrics without asking for PIN or password. The caller authentication status can be made available in the Genesys agent desktop in an automated manner based on configurable time intervals and works well with leading solutions such as NICE, and Verint.

Why Cognizant?

1. Established Genesys Center of Excellence with **15+ years of experience** across industries
2. Game-changing AI ecosystem to power next-gen experiences with Genesys



3. Cognitive agent desktop integrating Genesys with leading CRM systems - **Salesforce, Pega, Dynamics 365, ServiceNow**
4. Strong CX **Consulting, Design and Implementation** capabilities focusing on incremental client value, minimized risk and optimized operational costs
5. We specialize in delivering world-class agent and **customer experiences** to our clients using AI and automation to improve self-service and personalization

To learn more about Cognizant's Customer Service Transformation offerings and how we help our clients [click here](#)

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 or @cognizant.

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