



Next Generation Smarter Contact Centres

Customer Loyalty, Customer Interaction, Customer Experience

7th September, 2016, The Jugged Hare, 49 Chiswell Street, Barbican, London

About Cognizant:

Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise and a global, collaborative workforce that embodies the future of work. Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000 and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Find out more at: www.cognizant.com

About IBM:

IBM is a globally integrated enterprise operating in over 170 countries. Today IBM UK has around 20,000 employees, bringing innovative solutions to a diverse client base to help solve some of their toughest business challenges. In addition to being the world's largest IT and consulting services company, IBM is a global business and technology leader, innovating in research and development to shape the future of society at large. IBM's prized research, development and technical talent around the world partner with governments, corporations, thinkers and doers on ground breaking real world problems to help make the world work better and build a smarter planet: www.ibm.com

About AdvisoryKONNECT:

AdvisoryKONNECT is a premier advisory firm with over 30 years of combined global sourcing expertise. We connect global enterprises with the world's leading services firms. We manage the process of finding the right partner with the right solution. Find out more at:

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In the digital economy, every customer interaction is an opportunity for an organisation to create loyalty and enhance customer lifetime value. In a rapidly evolving customer experience management landscape, organisations are focusing to reinvent their contact centre strategy to meet with ever growing customer expectations of omni-channel experience. Organisations are therefore looking at their contact centres not only as an operational leverage for better customer service while driving more internal efficiencies. Companies need the best possible first-hand connect with customers for marketing and sales opportunities.

Cognizant and IBM have combined their expertise to support many organisations in their digital transformation journey to plan and implement their next generation *smarter contact* centres to achieve:

- Robotics process automation and smarter process management driving operational efficiency, straight through processing and better first touch resolution.
- Predictive and adaptive analytics and best action guidance to enhance customer experience through targeted marketing.
- Omni-channel enabled dash boarding and alerting for agents – aligned with organisations API management strategy.

Join us in London on the 7th September to hear from thought leaders and leading UK brands that are transforming their customer service and engagement, delighting their customers while winning more business with their *smarter process* driven contact centre.

Khawar Ali
CEO,
AdvisoryKONNECT

