

Transforming Customer Experience through AI and Automation

Verizon | Cognizant Session

Rahul Murali-Venkataraman
Verizon Exec Director
Customer Experience Platforms





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**We build the networks
that move the world
forward.**



Driving Customer Experience via Technology Transformation



Omni Experience Platform

Omni Transactions

Seamless Cross-Channel Interactions with Continuity



Pause and Resume Anywhere

End to End Journeys

Orchestrated Journey Management



Closed Loop Experiences

1:1 Personalization

Consistent, Relevant Omni channel Communication



Next Best Action / Communication/ Offer

Real Time Marketing

Personalized Campaigns & AI Powered Propositions



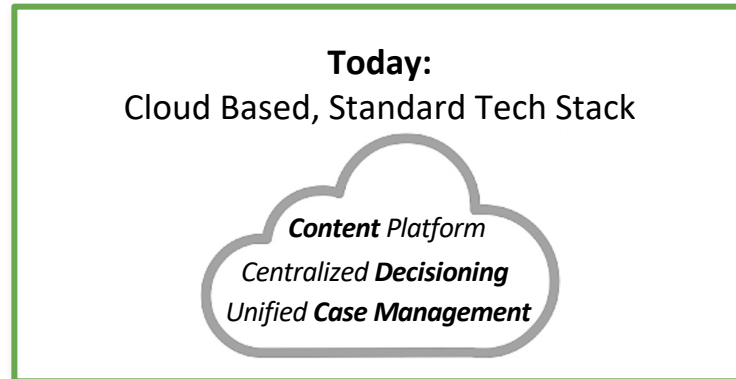
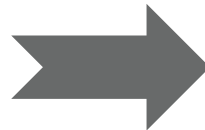
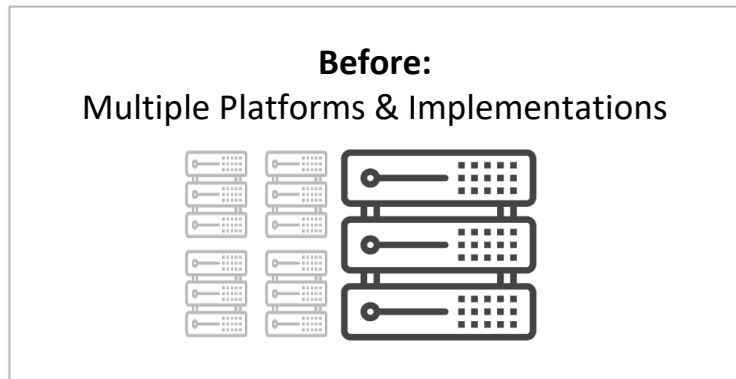
Insights based Marketing Actions



AI Based Insights Platform



Purposeful Tech Transformation | Enabling Digital Experiences



migrated and upgraded to a **Unified Platform**

with a **Standardized Tech Stack**

and **Governance and Best Practices**

enabling “**Scalable, Agile platform** to meet the **digital needs** of the business”



How We Work | Community of Practice



People & Process

- Global Delivery
- Governance
- Partnerships
- Speed to market



Business Outcomes

- Transactions
- Journeys
- Communications
- Offers



Product Partnership

- Best practices
- Operational readiness
- Co-creation, Innovation
- Platform Architecture



Driving Personalization in Every Interaction

Digital

Assisted

Chat & IVR

Email & SMS



Centralized Decisioning (Next Best Action, Offer, Communication, Channel)



AI Platform



Customer Profile



Business Outcomes



Streamlined **omni channel** experiences with **pause & resume**



Rich **reusable** library of propositions **across channels**



Increased **attach rate** with personalized **recommendations**



Improved **offer targeting** enabled by standardized framework



Connected journeys enabling **explainability** & automation



Driving **Chat & IVR** Contact **Deflections** with AI based **Intent Prediction**



Digital Feed Opt-Ins driving increased **activations**



Reduced complexity, increased **reuse**, enabled **innovation**



Lessons Learned on the Journey

 Focus on the key building blocks of the architecture

 Close partnership with product to drive best outcomes

 Business & Technology partnership and alignment

 Balance use case based approach vs. platform building

 Measure the business impact



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