

Infosys Offerings in Customer Experience

Customers have changed in the way they interact with an enterprise. They consume products and services across various channels today and the process of seeking, procuring and servicing goods have become more personalized and virtualized simultaneously. Buying behaviors and business engagement models are shifting from conventional ways to a whole set of new 'next-gen way' of interactions. An inconsistent and disjointed customer experience can cost an enterprise its very own existence in spite of having the most advanced product features in the market. Customer experience (CX) transformation for an enterprise will involve leveraging the following enablers to deliver superior customer experience, higher customer retention & loyalty and enhanced brand value.



Figure 1: Complete CX Enablers

Infosys CX Platform

Within CX space, numerous products are available which offer niche features and functionalities. For a holistic CX implementation, features/ processes from multiple products need to be leveraged to orchestrate desired end to end business processes. Infosys CX platform, jointly developed with Oracle, offers a mechanism to synergize multiple Oracle CX products and enterprise applications to facilitate orchestration of processes across the applications and social media channels like Facebook, Twitter etc. Based on the SOA based Oracle Fusion Middleware, this platform offers a scalable mechanism for enterprises to implement the CX roadmap in a seamless manner.

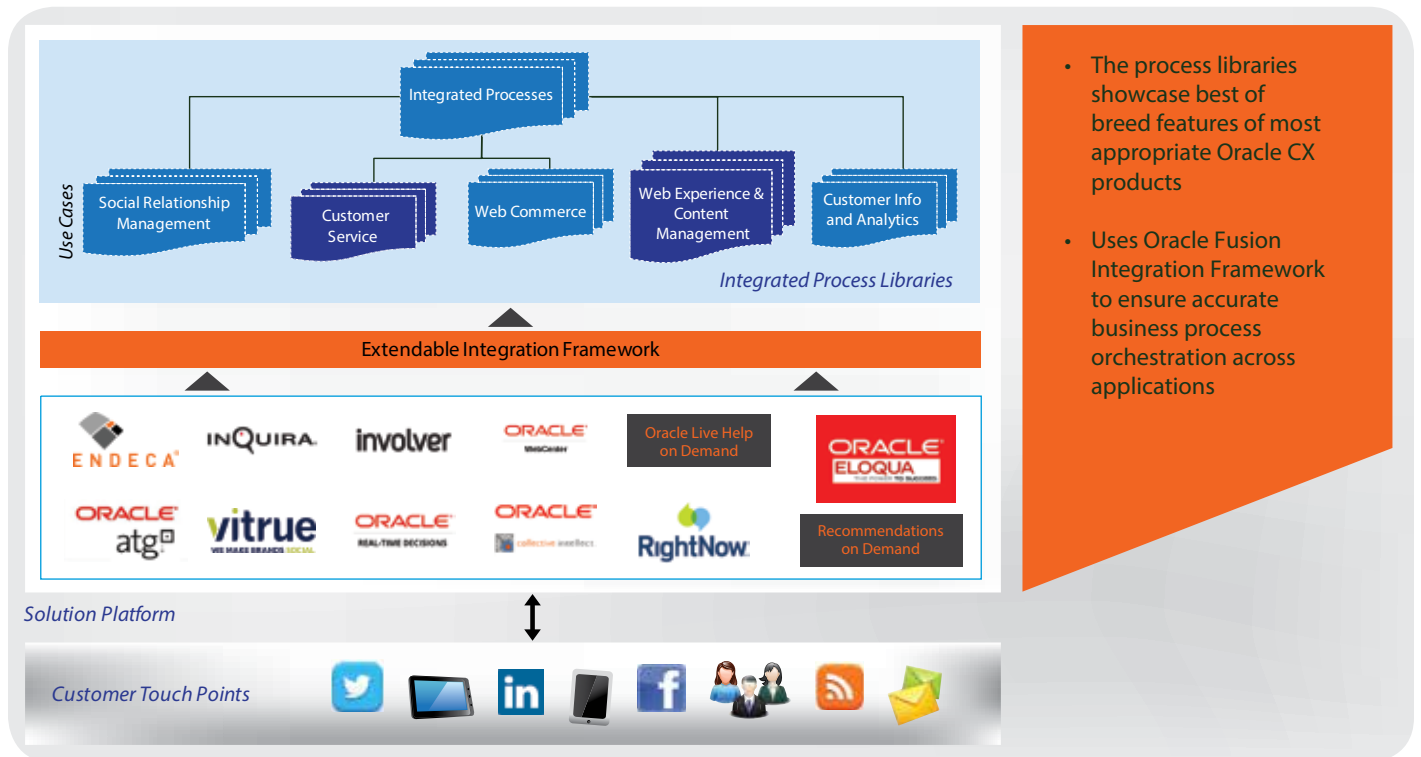


Figure 2: Infosys CX Platform

Solution Offerings

Infosys CX solutions leverage experience gained from multiple large customer engagements globally. Our solutions empower enterprises with key building blocks to build an enterprise for a better future that caters and delights the next-gen customer base. The solutions

deliver business capabilities which enable enterprises to generate profitable revenues from seamless and intelligent customer experience, and also improve customer satisfaction and employee productivity. The solutions provide strategies, process models, frameworks and software to

design, manage, optimize and benefit from end-to-end customer experience. Figure 3 shows an illustrative depiction of our pre-integrated solution use cases built as part of the CX platform.

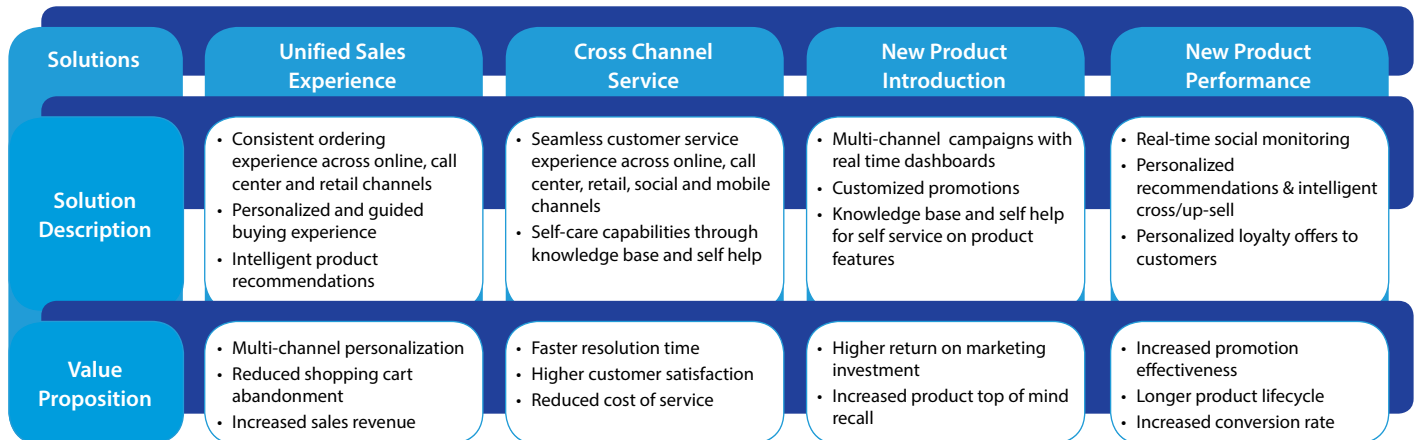


Figure 3: Infosys CX Platform: Prebuilt Use cases

Value Proposition

- Personalized customer buying and service experience across all customer touch points, including web, contact center, mobile devices, social media, physical stores and more
- Single view of customer across channels maximizes sales and service revenues through intelligent and consultative selling
- Increased effectiveness of all customer-facing functions by communicating with the customer at the right time on the right channel with right information every time
- Actionable customer insights using predictive intelligence models on cross channel data spanning store, social, web and mobile

Infosys Advantage

- Pioneered application of predictive analytics to cross-channel buying/service behavior of customers across traditional and new emerging channels.
- Innovative solutions for unified customer experience built on Eloqua, Oracle Commerce, Oracle Endeca, Oracle Webcenter, Oracle Knowledge Management, Oracle Social, Oracle CRM, Fusion CRM and RightNow while leveraging Infosys IP components.
- Caters to entire customer experience journey of clients including CX consulting, road-mapping, architecture philosophy, value mapping, package evaluation, implementation, system integration and Rol measurement.
- Managed services including cloud based infrastructure and software license management.
- Leading SI to truly integrate all customer facing channels such as retail store, online store, mobile channel, social media with back end order management, merchandising, product, MDM and CRM applications on Oracle product suite.

For more information, contact askus@infosys.com



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