

Customer Engagement Platform

Optimize interactions, enhance customer engagement, increase loyalty, and reduce servicing friction.



End users are setting the new standard for the way organizations engage with their customers. Consumers expect a highly personalized experience, no matter where they are on the customer journey — regardless of device or channel.

Even more important is having a unified view of the individual across their entire journey and the ability to predictively engage and create a frictionless experience. This is one of the greatest challenges that governments and organizations face today, especially those with numerous products or service offerings, multiple data platforms, CRM systems, or legacy record-keeping systems.

89%

Today, 89% of companies compete primarily on the basis of customer experience – up from just 36% in 2010.

8%

But while 80% of companies believe they deliver “superior experiences,” only 8% of customers agree.

Source: Gartner

Full customer life cycle management

The Conduent Customer Engagement Platform (CEP) is a data-driven platform that captures each customer interaction across every channel and continually builds their identity to create a single customer view. Using analytics and machine learning, the platform derives individual customer insights to create personalized interactions.

We deliver highly personalized real-time customer interactions with unmatched scalability



Personalization

Deliver hyper-personalized communications and offers that are relevant to each customer.



Omnichannel Engagement

Engage the omnipresent customer across all journey stages and channels.



Single Customer View

Continually builds the customer identity by combining fragmented data across each touchpoint and interaction.

A Services Architecture
Built on Key Principles

- Modularity**
Modular platform that clients can grow with
- Scalability**
Scales up or down on an activity based model
- Flexibility**
Service modules that can be switched on/off as needed
- Security & Compliance**
Highly secure data centers – ISO27001, PCI, Azure Cloud
- Business Continuity**
Fully mirrored DR/BC infrastructure
- Regulatory Compliance**
HIPAA, GLB, HITRUST, FINRA, GDPR

Cost effective Platform-as-a-Service (PaaS) model

Providing an integrated capability with Conduent's core service offerings

Our Size and Scale

Conduent operates around the globe in 22 countries and with 68,000 employees.



- 1B** Conduent manages over 1 billion customer communications every year, across e-delivery, web portals, print and mail.
- 1PB** Processing over 1 Petabyte of customer data every day.
- 24x7** Dedicated operations with fully mirrored data centers and fail-over capabilities.

The Customer Engagement Platform Modules

Customer Data Platform

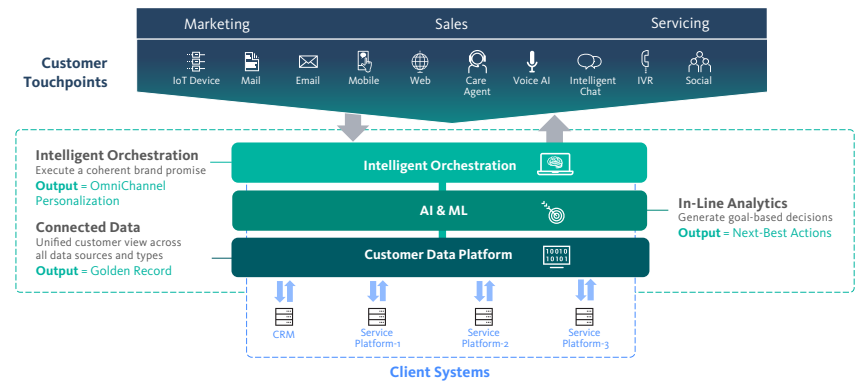
Ingests data from multiple sources including legacy systems, CRM systems, social channels, IOT devices, and third party data sources to create a single unified record. The platform takes any source, format or data structure and operates in real time, continually updating from each interaction. Data that enters our platform is immediately available without waiting for a scheduled time of day to rebuild indexes or files.

Journey Orchestration

The journey orchestration module provides the ability to create unique, personalized journeys based on the most relevant communications, offers, or instructions, at the right cadence or moments, across any digital channel or device.

Real-Time Decisions

The predictive engine powered by AI and machine learning enables the next best action in real time. Advanced analytics and machine learning capabilities enable organizations to turn digital channel behaviors into new opportunities to connect with end users in more relevant and meaningful ways.



The Customer Engagement Platform provides an end-to-end value chain of customer-centric capabilities which can be integrated with other Conduent services and solutions across key industries such as healthcare, insurance, banking, telecommunications and retail.

Learn how Conduent can deliver results for your business.

For more information on Conduent's Customer Engagement Platform visit us [online](#) or call 1-844-ONE-CNDT to connect with an expert.

