

# Customer Experience 2020 Analyst Event

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## **Jean-Philippe Poirault**

Head of Telecom, Media & Technologies,  
Head of Southern Europe

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Chief Executive Officer at Atos|Syntel



# CX IS AT THE HEART OF EVERYTHING WE DO LEVERAGING IP-DRIVEN SOLUTIONS

## SERVING HUMAN NEEDS

MANUFACTURING

FINANCIAL SERVICES  
& INSURANCE

PUBLIC SECTOR  
& DEFENSE

TELECOM, MEDIA  
& TECHNOLOGY

RESOURCES &  
SERVICES

HEALTHCARE &  
LIFE SCIENCES



## INNOVATION AND IP-DRIVEN SOLUTIONS



AI DECISION  
ENGINES

CHATBOTS

SyntBots



HIGH  
PERFORMANCE  
COMPUTING

DIGITAL TWINS

Agile  
by default



SMART  
PRODUCTS

Atom



AR PRODUCT  
RECOGNITION

EXPERIENCE PLUS



IMMERSIVE  
CUSTOMIZATION

Atos Studios



MOBILE EDGE  
COMPUTING

CONVERSATIONAL PLATFORMS

CX Academy



NO UI  
EXPERIENCE

# ENABLING DIGITAL EXPERIENCES THAT DELIVER VALUE

Atos uses DESIGN THINKING, PERSONAS and JOURNEY MAPPING to create digital experiences tailored to meet the needs of individual end users. We bring experiences to life with:

- | TECHNOLOGY INNOVATIONS
- | CX SERVICES
- | INDUSTRY EXPERTISE



## INTERNATIONAL PHARMA COMPANY

Delivering ROI within 8 months by improving production efficiency and waste reduction



## INTERNATIONAL ENGINEERING COMPANY

Improving production with AI, Analytics and ML, increasing speed by 35%+



## INTERNATIONAL THEME PARK

Enabling the experience of a lifetime for 500 million annual visitors



# DELIVERING VALUE THROUGH CUSTOMER EXPERIENCE

DRIVING INNOVATION FROM INFRASTRUCTURE TO ADVOCACY/FROM SERVERS TO SERVICE

## CUSTOMER AMBITIONS

- | Convert consumers into advocates
- | Create new revenue channels
- | Maximize ROI on digital technology & platforms

## OUR END-TO-END APPROACH



Omnichannel Customer Experience Design



Next Generation Customer Insight



Robust, End-to-end Technology Solutions

## VALUE DELIVERED



Delivered all-time high channel shift scores of 78+%



New revenue channels for the manufacturer and the supplier ecosystem



\$200 million incremental revenue enabled by field mobility solution

# MOVING FROM OFFLINE TO DIGITAL CHANNELS FOR A BANK WITH 25 MILLION CUSTOMERS

Helped NS&I, the UK Government's bank, digitally transform from a paper-based organization to a digital-first business with improved customer centricity.



DIGITAL CX DESIGN



NEXT-GEN INSIGHT



END-TO-END TECHNOLOGY SOLUTIONS



## | BENEFITS TO CUSTOMER'S CUSTOMER

Improved self-service

Instant access to services

## | CUSTOMER BUSINESS BENEFITS

78+% channel shift

Reduced strain on call centres

8X faster time to market

# TRANSFORMING CX THROUGH IOT & AI FOR A LARGE APPLIANCE MANUFACTURER

Created a new revenue stream by enabling a sustainable end-to-end consumer “food journey” — from purchasing to preparation to composting.



DIGITAL CX DESIGN



NEXT-GEN INSIGHT



END-TO-END TECHNOLOGY SOLUTIONS



## I BENEFITS TO CUSTOMER'S CUSTOMER

Intuitive, multilingual,  
voice-driven interface

Convenience enabled by  
Smart home ecosystem

## I CUSTOMER BUSINESS BENEFITS

New partner-driven  
revenue stream

40% faster time to  
market for IoT

Deeper insight &  
customer engagement

# DIGITAL TRANSFORMATION FOR FORTUNE 100 RETAILER

Delivered \$200m in new sales by modernizing legacy systems and building an intuitive mobile selling solution that delivers quotes 10x faster, with greater accuracy.



DIGITAL CX DESIGN



NEXT-GEN INSIGHT



END-TO-END TECHNOLOGY SOLUTIONS



## | BENEFITS TO CUSTOMER'S CUSTOMER

10x faster  
quotes/estimates

Improved installation  
quality

## | CUSTOMER BUSINESS BENEFITS

\$200 million new sales  
over 3 years

14% productivity  
increase

Reduced technical debt

# WHY CLIENTS CHOOSE ATOS?

1

We deliver CX services driven by CUSTOMER OBSESSION and designed to deliver BUSINESS RESULTS



CONNECTING 20+ million objects for a better employee experience



IMPROVING engagement and experience for 100 million citizens

2

Our TECHNOLOGY INNOVATIONS deliver business impact faster, enabled by CX PLATFORMS AND ACCELERATORS



IMPROVING CX with 13 of the top 20 banks and 15 top insurers



HELPING build a compelling CX for 150 Telco, Media and Technology clients

3

Atos has the in-depth INDUSTRY EXPERTISE to design experiences that SERVE INDIVIDUAL HUMAN NEEDS



BOOSTING customer service for 200+ utilities



ENABLING patient-centric care at 1,000+ hospitals in Europe and North America



# Q&A

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Trusted partner for your Digital Journey



**Atos**

# Thank YOU

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Trusted partner for your Digital Journey



**Atos**