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Cognitive  
Customer  
Experience  
Company



Revolutionise  
your contact  
centre  
with

 Cognicx

# Omni-Channel Contact Centre

We at Cognicx focus on enabling your dreams without the nightmares of migration from your current contact centre models. Forget about long hold times, broken delivery of services, or disconnected systems. Goodbye to the distressed workforce and disgruntled customers. We bring you the all AI-Powered contact centre you've envisioned and it's ready for deployment on your premise or the cloud.

Unify customer interactions, deliver rich and personal communications across all contact channels and devices. We bring to you the OmniChannel contact centre platform to streamline your business communication by simultaneously updating all available customer service and communication channels in real-time.

**Customers can choose how they communicate with your enterprise, with ease and from the channel of their choice, achieving seamless experience.**



**A distributed contact centre that can run from anywhere with greater flexibility & efficiency**

# Decision Supporting Rule Engine

Every day we are interacting with thousands of customers. Each customer is unique and the requirements vary from customer to customer, hence with each customer there is a specific need and business decision has to be made accordingly. Our Rule engine helps you to make these complex business decisions simple.

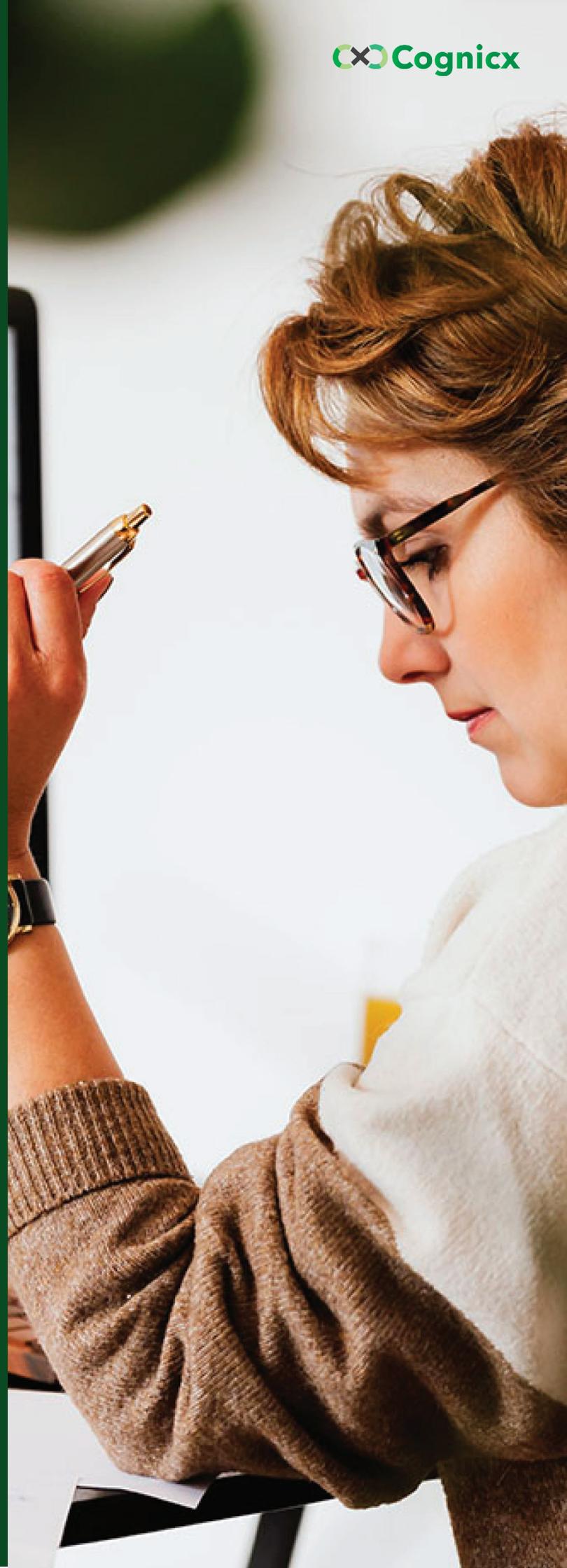
## How It Works

Rule engines allow you to create the rules with the help of a Rule simulator where you can build a real-time rule with graphical representation and test it with actual data and all these can be done within few minutes with no requirement to code.

## Analytics And Reports

Rule Engine provides analytics reports collected during each customer interaction. This helps to analyze various business scenarios and provide better customer service. Various reports can be scheduled for automatic download in required formats.

The  
360 degree  
**Rule Engine**  
that maximises  
your productivity



# AI Powered Speech Analytics Solution

## Speech Analytics Solution

Our AI-powered speech analytics solutions simplify the ability to support speech recognition and natural language understanding through conversational interfaces. Our experience in designing and deploying custom IVR applications enables us to provide applications through best business practices thereby delivering a highly engaging and unique experience with lifelike conversations.

Cognicx Speech Analytics can decipher, analyze and provide recorded sessions thereby bringing you priceless business intelligence reports. These data-driven insights leads to informed decisions to improve your business operations.

Our solution is capable of discovering and processing words and sentences, spoken during a call to understand areas of opportunity and concern.

**Take Informed Business Decisions Using Intelligent Reports using Cognicx Speech Analytics Solutions.**

Whether it's your HR system, email system, phone system or corporate applications, they all need to interface to the IAM environment and the data needs to be accessible across the core departments for peer reviews, appraisals, security and other operational needs.

Businesses often discount the need for Identity and Access Management, without being aware that it touches all aspects of an organization's IT environment.

Our unique architectural approach will enable planning, designing and deploying IAM solutions that are both coordinated and integrated and combine to form a comprehensive IAM environment that meets both current and projected needs of corporate stakeholders and future infrastructure expansions.

## Identity And Access Management System

# Proactive Monitoring Solutions



Earlier warning of critical issues, featuring Smart Alerts, means your support teams can swing into action more quickly, solving issues faster and reducing the likelihood that issues become severe. The ultimate goal of the contact Centre is to promote positive customer interactions and outcomes. IVR is a key component of the Contact Centre. Any small issue in the IVR can seriously hinder the customer experience and productivity of the Centre.

Cognicx centralized monitoring solution is capable of monitoring the health of IVR and other related services in the contact centre. The status of each service is constantly monitored. This helps to identify and notify the first level of the issue proactively and initiate necessary action.

**The complete centralised monitoring solution for your business.**

## Customized KYC Compliance solutions

Video KYC is completely digital & involves zero paper which takes place over digital channels, primarily use scanned documents or document images for verification, and can be completed over the internet. While being cautious is the best way to fight fraud, the modern age is no longer just a battle of wits but of technology. If fraudsters can use advanced software and hardware to hoodwink people's judgment, it is only fair that technology should come to the rescue. Besides, with novel ideas like Video KYC, even users with minimum knowledge about frauds and cyber threats can secure their accounts. After all, what might escape the human vision cannot defy computer vision.



**Video  
KYC**



## Listening brings multiple insights for improvement

### Feedback Management System

With the Cognicx feedback management solution, you can declutter complex and disorderly feedback processes, clean them, structure them, and automate them to allow you to better react to product feedback. This process also puts you one step closer to your customers, while keeping you one step ahead of your competition.

Be it your employees, clients, patients or students everyone has a platform to express their feedback at one point.

Our feedback management solution is designed to collect, distribute, and analyze feedback data so that it can be turned into strategic decision for future developments.

### Complaint Management System

Our intelligent customer complaint management solution transforms customer complaints into growth and improvement opportunities. As we know that customer feedback is of paramount importance, you must have a robust complaint handling system integrated into your pool of quality management objectives. We constantly listen to the social buzz and sentiments, which helps us in bringing you the right solution with the right mix of channels.

Listening brings multiple insights for improvement, but silence spreads the fire without boundaries. Therefore, listening to your customers through our robust complaint management and redressal of it turns it into improvement opportunities.

# Customer Relationship Module

Regardless of the type of application, the implementation of a CRM system usually requires integration with the information and communication infrastructure of the organization, meaning the already existing software systems, such as ERP, Billing, Helpdesk, etc. Such integration provides for the automatic exchange of data between the participating systems, which significantly increases the efficiency of employees and reduces human error. contact cognicx dubai

Our CRM solution helps you in managing all the company's relationships and interactions within the business, supports internal and external communication, streamline processes, improving both profitability and quality of service.



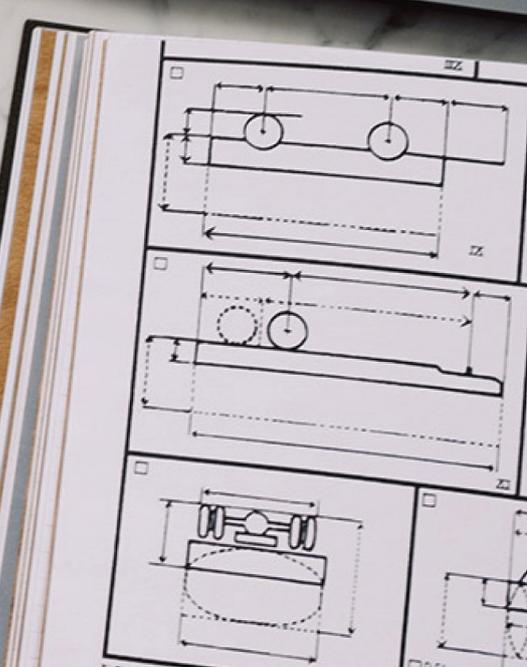
**Your complete customer engagement & retention solution.**

# Mobile Applications

Serve your customers how they want it.



wacom



Adaptability and Portability are the two key elements you have to focus on, while you plan for your business's digital transformation. When you adapt your mobile applications for your processes and communications, you are halfway through your transformation goals. The onset of AI and IoT enabled mobile apps doesn't just help with the automation of processes but also serves customers in a way they want to be served. Our innovative, future-rich mobile app solutions have served clients globally across several industry verticals.

## Customer Journey Design

Understanding the customer journey is key to delivering the ultimate customer experience. Isn't it exciting to know what a customer needs and at the same time when they need it?

We at Cognicx drive business with human experiences and by bringing life sciences to every brand interaction with customer journey mapping.

Our Multichannel Customer Engagement solution deploys a foundation strategy for multichannel sales. The solution can be integrated with existing systems, and customized to meet specific business needs.

Cognicx customer journey design experts create seamless customer experiences across every touchpoint, understanding the phases of the customer journey, navigating pain points, persona creation, building more meaningful and valuable relationship with your customers.



## Enabling Multichannel Sales



## Real-Time Interaction Management

Identifying customers and sending them experiences across preferred channels and devices, in real-time is no more a choice, but a necessity at this point where customers engage with brands through various devices and touchpoints.

Our Intelligent real-time interaction engagement solution smoothly integrates the big data, that are required to interact with the customers in real-time with the right message and through the right channel. This increases the impact of marketing activities, allowing you to strike when the time is right for an individual.

# Conversational AI

Needless to say, that customer experience plays an important role in their decision making. Conversational AI-based Bot helps you in transforming your customer experience to the next level. By integrating our conversational AI platform with your existing business ecosystem you can connect with your CRMs and other applications and automate end to end customer journeys.

Give the power to your customers to decide where they want to get in touch with your brand. Businesses can reduce customer service costs by up to 30% by implementing AI conversational solutions.

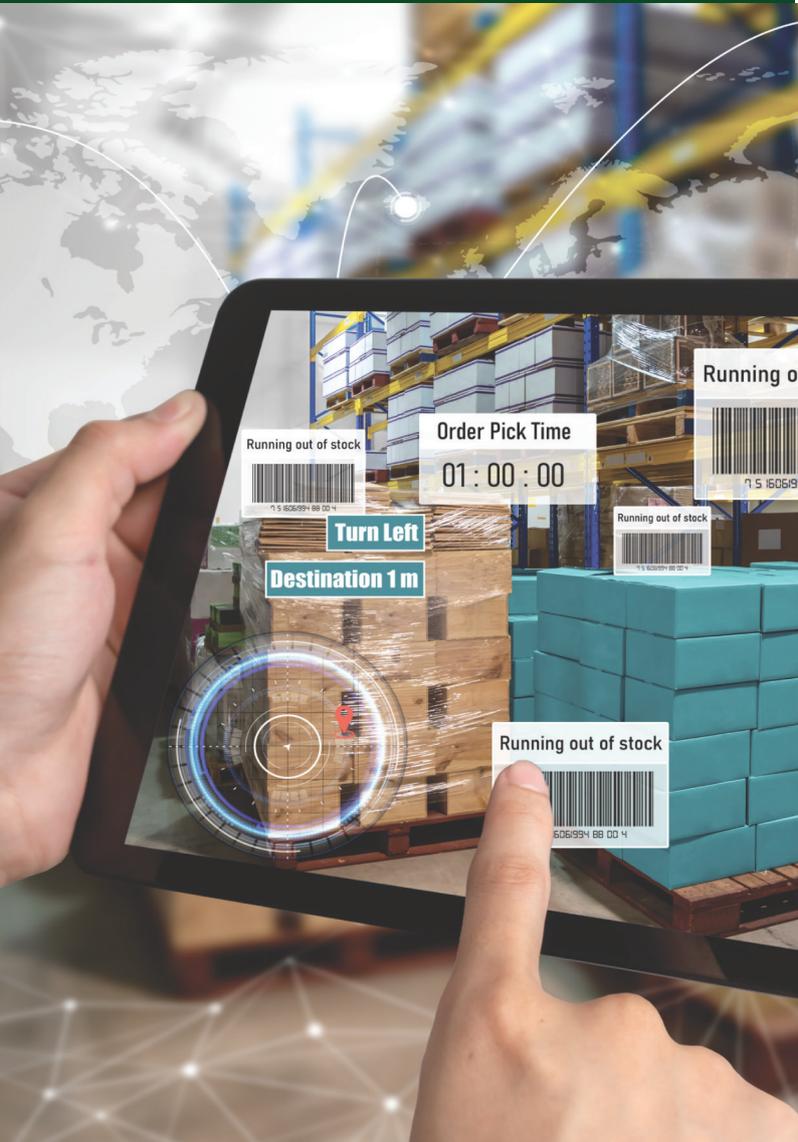
## Be where your customers are.



- Convert visitors to leads
- Sell more to customers
- Assisting and enabling field sales
- Automate customer support
- Employee engagement



# Process Automation



## Digital automation with a cost benefit perspective

Process automation has evolved from an emerging technology into the work of determining how best to serve your customers.

Using Digital Automation organisations can automate any business process which is executed in one or more software systems and uses inputs in digital format.

Our technology accesses systems using the user interface of applications enabling rapid 'virtual' integration to autonomously execute business processes with human exception management.



Simplify user experiences and automate processes using speech and vision-integrated bots. A speech recognition-enabled bot can help augment the capabilities of help-desk workers by classifying and routing the calls appropriately or even fulfilling the queries themselves.

Solutions and engineering experience can help you scale up your bot solutions. Our intelligent Conversational AI solutions deepen customer engagement and drive stickiness, retention, and growth. We can augment the skills of your employees interacting with customers and provide personalized interactions via direct conversations.

## Autoresponder BOT Solutions

Speech and Vision Integrated BOTS.



# Machine Learning Enabled Applications

Voice Recognition  
Speech Synthesis  
Natural Language Processing

**Computer vision, customer analytics, recommender systems and much more.**

Machine learning experts at Cognicx will help you adopt state-of-the-art practices and elevate your product or service among your competitions. By leveraging complex statistical methods and expertise in a range of ML algorithms and models including Deep Learning, we develop end-to-end machine learning solutions for your particular business needs.

Our Machine Learning Solutions are capable of enabling computer vision, customer analytics, recommender systems, time-series forecasting, fraud detection, and natural language processing.

**Get ready for the future game of intelligence and accuracy using AI and ML.**

## AI-Powered Voice Assistants

From a residential or household activity perspective, voice assistants come in somewhat small packages and can perform a variety of actions after hearing a wake word or command. As voice assistants have become more robust, their utility in both the personal and business realms are soaring high.

Various sectors of the economy, like healthcare and the automotive industry, are finding uses for speech recognition technology in addition to those found in devices like smart speakers and phones. Our ML enabled apps identify trends, improve business functions, and discover crucial sources of revenue potential.



**Bespoke marketing and reporting automation.**

## Progressive Web Applications

Our progressive web application solutions ensures the light and scalable architecture enabling users to take full advantage of applications without large amounts of data being consumed.

Our development team ensures to offer an engaging experience to their customers using our mobile and cross-browser web app strategy, which will improve the user experience and the performance of the website.

Achieve an enhanced user experience with progressive web applications enabling substantial improvement in your business intelligence metrics.

# Social Media Solutions

Considering the need of the brands to be present and active on various social media channels, selecting the right platform for automation this marketing activity is at times tricky.

Our bespoke methods to match your marketing automation needs helps you to improve your social media presence through content curation and scheduling social media posts in advance.

Social media automation helps reduce the amount of time spent gathering posts last minute so you can spend more time growing your account by engaging with your audience.

## Mobile and Cross-browser Web App Strategy



# Cloud Infrastructure Setup

What we once called on-premise network engineering, cloud infrastructure engineering has very much the same methodology and complexity. It refers to the servers, software, network devices and storage devices that make up the cloud.

One of the key requirements or expectations that a business may have is the system's capability to dynamically prioritize resources on the fly depending on the enterprises' priorities or various workloads. When you choose to move to cloud, it is very important for your business continuity and operation, to have expert knowledge, planning and a resourceful army of network engineers.



## Cloud Management & Orchestration Solutions.

Enterprises migrating to the cloud require expertise, tools, and alignment of business and IT strategy. We will partner with you to accelerate the cloud adoption journey by providing technical personnel, tools, education, and support to customers in the form of professional services.

We provide feasibility and cost analysis for running workloads on your new cloud server determining resource types and sizes through source-to-target resource mapping and right-sizing with the lowest cost possible.

Our network and cloud engineers will execute the pre-approved migrations plans through various stages like host server, configuration, storage and network states, then provision and configure your target resources.

Our state-of-the-art technology will help you effectively transfer large data sets and databases from multiple sources into your target cloud resources.

**Accelerate**  
your cloud adoption journey



# Digital Onboarding Solutions

Our Digital Customer Onboarding solution allows banks and other organizations to do smooth e-KYC checks by analyzing, verifying and authenticating the documents to determine legitimacy. After data validation, the solution enables banks to ensure a real person is trying to onboard themselves through a mobile device or laptop.

Using our smart solution, biometric facial recognition and liveness detection help banks to determine if the person is who they say they are. It's the safest, fastest and most transparent way to verify data and documents in business-critical administrative processes.



**Safe. Transparent. Quick.**

## Experience the Competency of our Augmented IT Employee Resource

There is an evident increase in the use of contingent workers across organizations globally. This trend keeps gaining momentum for its success and efficiency in cost and delivery aspects.

Competent augmented staff always understand and quickly advise on what is best for your organisation, without the hassles of RFPs and approvals. This makes the infrastructure and operational improvements take effect with comparatively less timeframe. Staff augmentation is a cross-functional strategy along with the managed services to easily adapt to changes. This approach lowers your HR budgeting and risks in incompetent hiring errors.



**IT Staff Augmentation**



# Managed IT Services

Choosing the ideal managed service provider is critical to delivering the level of service and improvement in the offering of IT services that our clients demand. Our managed service advisory team supports our clients to help select the optimum managed service model and a successful transition to your desired level of optimization.

**We ensure support and maintenance of cloud-based and hybrid IT infrastructures, including data centres, public & private clouds, security and integration**

Cloud application hosting services  
Virtual Data Centre management  
Storage solutions  
Public Cloud Hosting and Private Cloud hosting  
Managed user identity and access services (IAM)  
Managed enterprise security services  
Network performance monitoring and management



# Blockchain Advisory Service

Blockchain is not only a decentralized ledger of each transaction that occurs across a network, but also it offers us a compelling option when data that should be stored collectively is fragmented at the source.

Our professional blockchain advisory provides comprehensive research, analysis and testing of proposed blockchain technologies. This includes the documentation and maintenance of solutions, as well as their architectural integration with your business logic.

Our technical expertise can break down the process to efficiently create custom-build protocols and applications focused on the particular data optimization potential of a business. We also provide appropriate advice on compliance with the regulatory and legal landscape.

## Professional Blockchain Advisory and Implementation



## CX and CE Analysis

Whether your company is large or small, gaining a competitive advantage starts with measuring your customers' experience and analysing the results, so that you can use the insight to improve your CX strategy.

We approach this discovery, by following three simple datasets, which we believe will be available in all types of organisations in raw format. It doesn't matter if it's in an excel sheet or a notepad.

We first identify your ideal customers whose experience measurement is key, then it's the touchpoints in their journey where you want the experience to be analysed and lastly collected customer feedback and insights.

 **Cognicx**



Let us help you in  
improving your  
CX Strategy



# Digital Transformation Partner For Your Business

Cognicx IT Solutions intends to reach out to its customers and touch their lives one way or another, which is why the Cognitive interface is based on several noteworthy human-like decision-making abilities that help them to get more closer to their customers by being empathetic and yet personalized.



The world is looking for such solutions, and by infusing the cognitive touch, we Cognicx IT Solutions deliver it to you.

Being at the forefront of next-gen digital technologies, we provide customer engagement solutions by leveraging the cognitive interfaces that take the company's capabilities to the next level.

We work in close cooperation with you to plan, develop, and design the solutions to differentiate your offerings to your customers.



# Cognicx Dubai Office

## Vision

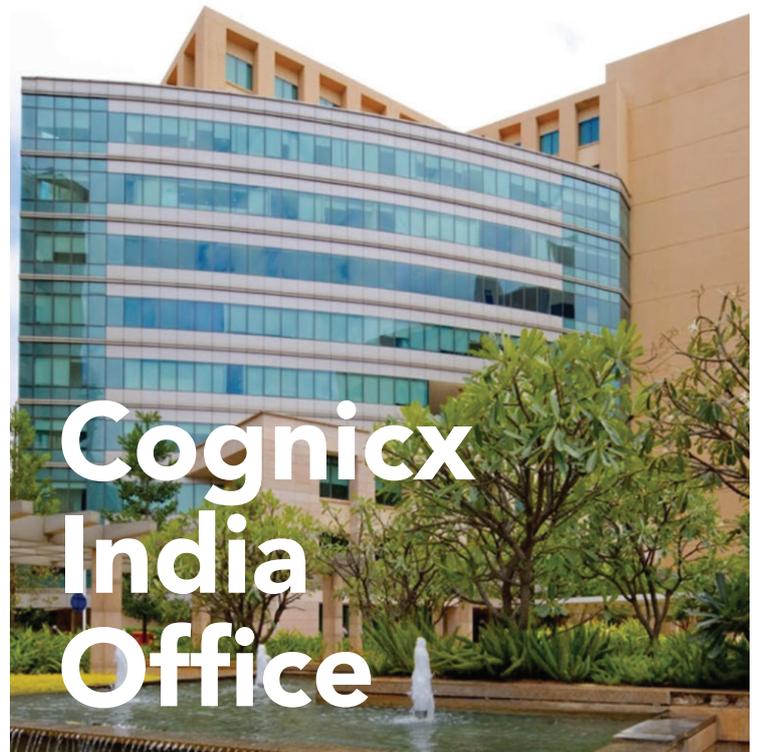
Enriching the Customer Experience across Customer Journey with Cognitive and Transformational Solutions.

## Mission

To empower enterprises to embrace digitization to elevate their customer engagement and to enhance the customer's experience.

## Our Values

At Cognicx we are unilaterally aligned to build Trust in our customers through delivering our Commitment. We believe in Teamwork with strong Integrity and following Ethical practices in all our engagement to drive Customer Success. We are driven by creating a strong and long-term Relationship so that we can be with them throughout.



# Cognicx India Office

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