



CX GUILD

The logo for CX Guild, featuring a white graphic of two stylized human figures with their arms raised, positioned above the text "CX GUILD". The "X" is stylized with three arrows pointing to the right. The text is in a large, white, bold, sans-serif font.

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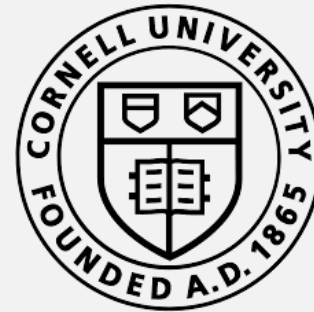
CREATING EXPERIENCES  
THAT MATTER

May 2022

# Experiences Outdo Products & Services



WORLD  
ECONOMIC  
FORUM



Since 1987, the share of consumer spending on live experiences and events has increased by 70%, relative to total US consumer spending.

“Experiential purchases tend to bring consumers more enduring happiness than material purchases...”.

78% of millennials choose to spend money on a *desirable experience over something material,...*



...the *trend extends beyond just young people, to every age bracket and socioeconomic class.*

# Trends Driving Change in Today's Customer Experience



## Digital First

Global scale and adoption of new digital businesses

## Customers for Life

From selling products to subscription service



## Trusted Data

Kept secure & confidential

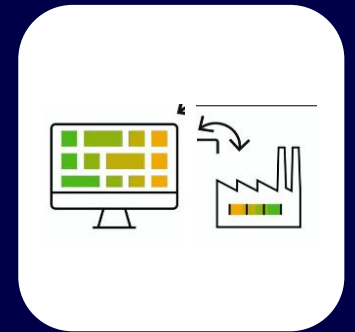


## Complete View of Customer

Customer at center of the business (B2B2C)

## Holistic Customer Experience

Connecting front and back office

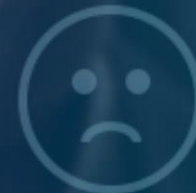




## The Vision

Create a vibrant group of CX functional experts that help improve capability, delivery & branding

Contribute to knowledge management, mindshare for Cognizant, driven by Metrics that Matter



# The Objective

## Go Wide Or Take it Deep

- Consult with domain/ industry experts, equipped with right knowledge and tools to boost customers' CX advantage

## Contribute & Drive Growth

- Design best practices and reference frameworks to help deliver stronger, smarter experiences

## Be Known & Be Respected

- Empower teams to uncover CX insights and its business value, enhancing market mindshare and thought leadership

## Drive Business & Outcomes

- Provide personalized solutions for businesses to create brand loyalty that increases competitive advantage

# Our World-class CX Capability Provide End-to-End CX Services to Our Clients

## CX/ CRM in EAS

 **4700+**  
PROJECTS

 **11,000+**  
EMPLOYEES

 **1,000+**  
CLIENTS

**E**nterprise  
**A**pplication  
**S**ervices

## Creative & Design

**MIRABEAU** | 

Digital Marketing & Customer Experience

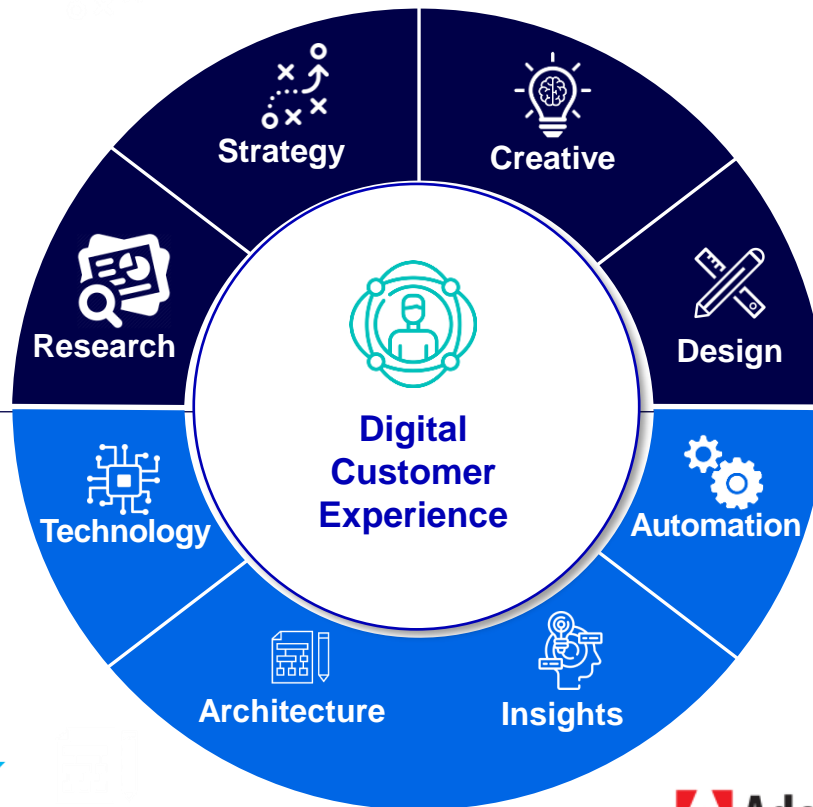
**idea  
couture**

Innovation, Behavioral  
Insight, Strategy,  
design and technology

**zone**

A Cognizant Digital Business

CXT focused agency  
specializing in CX, Product  
Design and related services



## Foundational Technology