

# Cognitive solutions, digitally re-crafting your process paradigm

## DXC Cognitive Solutions with IBM Watson®

Use digital cognitive technologies to improve results and productivity throughout the customer and employee interaction process

### Benefits

- Improved Customer Satisfaction resulting from increased relevant answers with customer-aware interactions, leading to higher first call resolution
- Workforce attrition and training time reduced by 15-25% due to confidence gained from solution
- Improved contact Center Service Representative (CSR) job satisfaction and longevity
- Reduced need for senior call center representatives due to knowledge support

### There is a continual rise in customer expectations

Customers have embraced the digital paradigm. Talking with representatives (CSR's) is seen as time consuming and creates frustration. Customers want to interact in a comfortable, intuitive way. Consumers say 'valuing their time' is the most important thing a brand can do.

Often the channel is inflexible or inappropriate and the interaction style does not match the customer persona—whether a simple or sophisticated contact method with text or voice interaction.

- Unsatisfied customers do not return for a repeat purchase of service
- Numerous customers hang up on calls because they do not want to wait for a live agent
- Going forward, more and more customer interactions will be handled without a human agent

### DXC's solution

DXC Cognitive Solutions with IBM Watson® combines digital and cognitive capabilities in one solution and enables tangible business improvements and better business decisions by enhancing and extending existing processes and capabilities. DXC looks at specific business activities to apply cognitive solutions that augment and accelerate the business decision processes of knowledge workers. Among other tools, DXC uses Watson Discovery to assemble a virtual assistant solution.

The tool ingests unstructured data such as policy manuals and breaks them into logical concepts. It supports natural language questions and provides concise responses, based on probabilistic answers, using the actual intent of the policy. The resulting business outcomes improve time to value, reduce cost and revolutionize customer experience.

### Drive business outcomes with IBM Watson

With DXC Cognitive Solutions with IBM Watson, businesses can now transform faster and innovate more rapidly to drive business outcomes.

- **Reductions in call time.** DXC's digital with cognitive enhanced technology provides more relevant data, matching a specific need, at the exact time of need. Reductions in average call handling time have been as much as 35-50%.
- **Improve customer experience.** This solution revolutionizes customer experience through more positive, accurate and consistent customer service, resulting in significant customer satisfaction improvements.
- **Reduce staffing costs and training time.** DXC is changing the contact center experience and quality for the customer while significantly reducing staffing costs and call duration. The solution provides active help and support and makes the representative more efficient and effective. As a result, DXC has reduced work force attrition by up to 20-25% and training time by up to 15-20%.

**Why DXC?**

1. **Client oriented methodology** — DXC's agile methodology works closely with clients to define, design and implement solutions tailored to their specific needs; no single cookbook solution is likely to fit a given client. DXC has numerous successful implementations solving targeted business objectives.
2. **Business outcomes and time-to-value** — DXC's strategy is to extend and enhance our software IP and business services with cognitive capabilities to deliver better business outcomes. During implementation, DXC starts with a client-based use case focus and matches capabilities to key decision points and reimplements significantly improved processes.
3. **Optimize cost** — DXC uses a short-term targeted triage to identify opportunities and make recommendations to fit within the current budget cycle. Using an iterative ROI-based engagement model, DXC works with clients to package engagements in a value-driven solution program. Business results reduce process and staffing effort, time and cost.
4. **End-to-end services** — DXC has extensive industry experience with cognitive and proven capability for complex program integration. DXC holds a unique position as provider of both infrastructure and applications, all the way to business outcomes.
5. **Partnership** — DXC is top tier in IBM Watson's partner program called "With Watson". Watson provides AI for the enterprise, learning faster from smaller amounts of data.

**Cognitive technical advantages**

DXC has integrated IBM cognitive cloud components and frameworks into a baseline solution which can be described as a virtual assistant. The DXC virtual assistant enables cognitive APIs, including Watson Discovery, Watson Assistant, and another Watson APIs such as:

- Speech to Text (STT) – Transcribe speech into text and vice versa to help drive mobile interfaces and parse interactions such as call transcripts and email
- Tone Analyzer – Assess tone/mood of text in conversation: happy, angry, disgusted etc. to help with potential CSR actions
- Sentiment analysis – Positive, neutral or negative sentiment signaling how to handle the call and recommend steps advising a CSR
- Visual recognition – Recognizes contents of a picture so that decisions can be made, and actions taken based on entities or anomalies within an image

**IBM and DXC Partner alliance**

The DXC IBM Practice leverages IBM's latest technologies to create and deliver next gen value to our clients. DXC's focus on innovative offerings drives our clients' digital, cognitive environments. DXC has expertise across all major IBM Cloud Platform and SaaS solutions with proven results, embedded in proprietary DXC industry and infrastructure applications.

**Take the next steps**

DXC can work with you to define your digital cognitive roadmap. We can help you understand the approaches available to meet immediate, critical needs while maintaining a strong vision for the future.

Contact your DXC digital sales representative to establish follow-on logistics to:

- Have a quick discussion with you to understand and mobilize the proper team
- Engage DXC IBM Solutions Cognitive team to do an initial call to understand the request
- Define logistics for an on-site workshop to identify a potential use case for a Minimal Viable Product (MVP)
- Conduct the workshop and document findings, including an MVP engagement recommendation
- Develop and deliver an engagement proposal around the MVP use case
- Conduct the engagement and refine the follow-on digital roadmap and results

**Learn more at**  
**[dxc.technology/services](https://www.dxc.technology/services)**

**About DXC Technology**

DXC Technology (DXC: NYSE) is the world's leading independent, end-to-end IT services company, serving nearly 6,000 private and public-sector clients from a diverse array of industries across 70 countries. The company's technology independence, global talent and extensive partner network deliver transformative digital offerings and solutions that help clients harness the power of innovation to thrive on change. DXC Technology is recognized among the best corporate citizens globally. For more information, visit [www.dxc.technology](https://www.dxc.technology).