Cognizant Launches New Offering to Help Companies Using Salesforce Genie Build Personalized Customer Experiences with Real-Time Data

New offering will help businesses using Salesforce's Genie Customer Data Cloud elevate the quality of their data to bring new products and services to market faster and build personalized customer experiences

Cognizant today announced the launch of a new service offering for Salesforce's Genie Customer Data Cloud to help businesses realize faster value from the platform and access the real-time data they need to deliver personalized customer experiences.

The Salesforce Genie Customer Data Cloud helps businesses better understand and unlock customer data and deliver real-time actionable insights at scale. Cognizant's new service offering will help companies maximize value of the Salesforce Genie Customer Data Cloud by giving them the tools to identify and prioritize impactful business use cases, map and automate the relevant data assets they require, and prepare high quality data to meet their specific business needs.

By helping marketers identify and receive the accurate and timely data required to bring differentiated product and service experiences to market more quickly, businesses will be better positioned to build personalized customer experiences cultivate long-term brand loyalty.

"Research tells us that consumers are more likely to buy from a company that shows them that they're listening and that they avoid brands that make empty promises." said Annadurai Elango, EVP of Cognizant's Core Technologies and Insights. "Cognizant's strength in data analytics and our deep enterprise platform expertise have enabled us to build a powerful offering to elevate customer touchpoint data accurately and help businesses react to the behavior of real people."

"Salesforce Genie Customer Data Cloud empowers companies with real-time data to create seamless, highly personalized customer experiences," says Rahul Auradkar, EVP & GM, Unified Data Services and Einstein at Salesforce. "Cognizant's new offering will help our joint customers maximize the value of Salesforce's fastest growing organic innovation."

Artificial Intelligence, AI, Analytics

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