

Eagle Eye and Cognizant partner to transform retail loyalty with real-time personalization at scale

This industry partnership aims to redefine customer engagement across global retail, travel and hospitality sectors.



Sydney, Australia, August 28, 2025 – [Cognizant](#) (Nasdaq: CTSH) today announced an industry partnership with [Eagle Eye](#), a leading SaaS and AI company, to deliver real-time, personalized loyalty and promotions solutions at scale for enterprise businesses worldwide. Through the collaboration of Cognizant's deep industry expertise and global engineering capabilities and Eagle Eye's API-first and AI-powered loyalty and promotions platform, which executes over 1 billion personalized offers weekly, the partnership aims to solve some of the retail industry's most critical challenges.

Retailers today face declining customer engagement, and legacy technology constraints that hinder real-time customer experiences. Together, Cognizant and Eagle Eye aim to address these challenges by enabling faster deployment of cutting-edge loyalty and

personalization solutions.

"We are thrilled to announce our new partnership with Cognizant. This partnership aims at collaboration between Eagle Eye's AI-powered loyalty and personalization technology Cognizant's global delivery capability and deep industry expertise, we will be able to deliver scalable solutions to the world's leading enterprise retailers - fast, enabling them to capitalize on the promise of true personalization," said Caitlin Stephens, Chief of Staff, APAC at Eagle Eye.

Key benefits of the industry partnership:

- **Faster time to value:** Cognizant's implementation expertise combined with Eagle Eye's [SMACH-certified](#) platform capabilities aim to accelerate the delivery of scalable loyalty and personalization solutions.
- **Industry-specific optimization:** Tailored solutions for grocery, retail and hospitality sectors, leveraging Cognizant's domain knowledge and Eagle Eye's flexible architecture.
- **Advanced analytics integration:** Cognizant's Gen AI capabilities aim to enhance Eagle Eye's infrastructure for hyper-targeted campaigns.
- **Omnichannel experience:** Seamless integration of Eagle Eye's digital platform with store operations, martech and cloud infrastructure help enable a personalized, real-time experience for customers at every step of the journey.
- **Data security and compliance:** Integrating Cognizant's AI and Analytics (AIA) capabilities with Eagle Eye's infrastructure provides an industry-leading approach designed to support adherence to data privacy regulations through encrypted data handling and audit trails.

"Eagle Eye plays a strategic role in Cognizant's broader retail ecosystem, bringing together leading solutions to deliver end-to-end capabilities at scale and speed for clients," said Rob Marchiori, ANZ CEO at Cognizant. "Building on successful joint engagements across Australia and New Zealand, the global expansion of this partnership strengthens our ability to deliver AI-powered loyalty solutions designed to help retailers embrace the future of shopping, enhancing service interactions, maximizing customer loyalty, and meeting evolving customer expectations."

"We are excited to partner with Eagle Eye to help retailers unlock the full potential of personalized loyalty," said Hugo Harris, Consumer Leader at Cognizant ANZ. "By combining Cognizant's deep expertise in retail consulting and digital transformation with Eagle Eye's industry-leading solutions, we're helping retailers shift from legacy loyalty systems to a platform that enables hyper-personalized, real-time marketing powered by AI, that aims to drive top line growth and operational efficiency. Together, we're delivering future-ready solutions that integrate seamlessly with retail systems to enhance customer loyalty and engagement."

About Cognizant:

[Cognizant](#) (Nasdaq: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at <http://www.cognizant.com> or [@cognizant](#).

About Eagle Eye:

Eagle Eye is a leading SaaS and AI company, enabling retail, travel and hospitality brands to earn lasting customer loyalty through harnessing the power of real-time, omnichannel and personalized marketing. Our powerful technology combines the world's most flexible and scalable loyalty and promotions capability with cutting edge, built-for-purpose AI to deliver 1:1

personalization at scale for enterprise businesses, globally.

Our growing customer base includes Loblaws, Southeastern Grocers, Giant Eagle, Asda, Tesco, Morrisons, JD Sports, E.Leclerc, Carrefour, the Woolworths Group and many more. Each week, more than 1 billion personalized offers are seamlessly executed via our platform, and over 500 million loyalty member wallets are managed worldwide.

AI-powered, API-based and cloud-native, Eagle Eye's enterprise-grade technology is fully certified by the MACH Alliance and has received recognition from leading industry bodies, including Gartner, Forrester, IDC and QKS.

Web - www.eagleeye.com

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<https://news.cognizant.com/Eagle-Eye-Cognizant-partner-to-transform-retail-loyalty-with-real-time-personalization-at-scale>