



Home Care, Personal Care, Apparel and Appliances

Helping brands reimagine digital to deliver
seamless experiences

We are strategic partners for leading Home & Personal Care, Apparel and Appliances brands

10+

Years average
relationship with our
core client base

6

Out of top 10[#] Home
and personal Care
client

30+

Countries

5,000+

Associates

25+ Top global brands as clients



Kimberly-Clark

newell
BRANDS



ESTÉE
LAUDER
COMPANIES

JAFRA
freedom to be you



DECKERS
— BRANDS —



L'ORÉAL



KOHLER®



SONOS

Home Care, Personal Care, Apparel and Appliances

Our view of the market and Cognizant capabilities

Home, Personal Care, Apparel and Appliances segment is well positioned for growth driven by mass consumer base, continued urbanization and penetration of social media. However companies' profit margins can be volatile

WHAT WE SEE IN THE MARKET

Rating, Reviews, Return and Influencer culture of today's consumers are driving purchase decisions

- **Culture of customer reviews, returns, testing** are dictating purchase patterns.
- **Consumers are globalizing and localizing** at the same time
- Consumers are evolving at a much faster pace while placing a high emphasis on **brands that resonate with their core values**
- Need for **highly personalized products and consultative assistance** driving customer loyalty
- Increased demand for **transparency on product source**, while tackling long-standing issues such as counterfeiting

WHAT WE SEE IN THE MARKET

Brands are doing everything to build trust and win over informed consumers

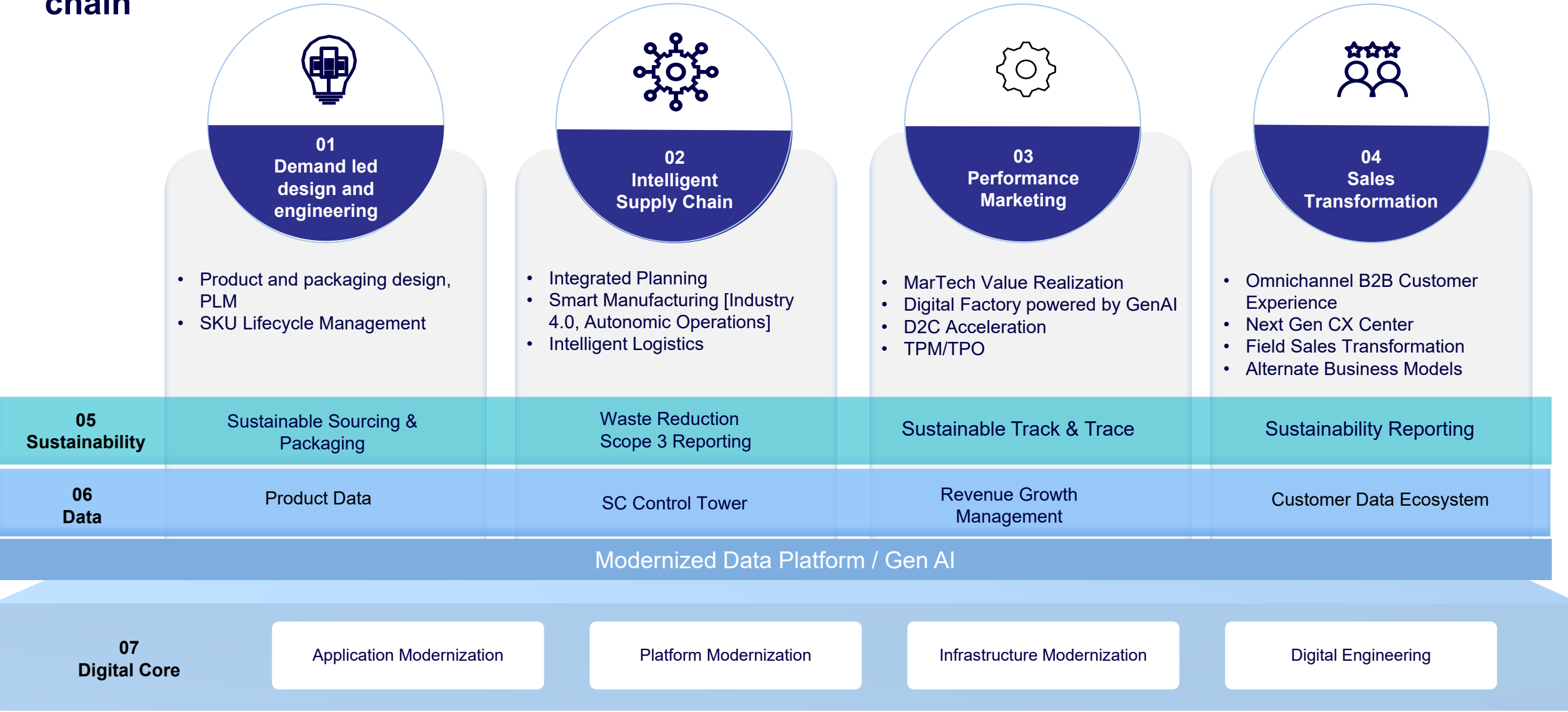
- **Direct to Customer (DTC)** becoming a prevalent business model
- Emphasis on **product innovation** and **value advocacy at scale** through data led brand strategies to appeal to consumers' emotions and value systems
- **Revenue Growth Management** to unlock potential from moving targets such as fragmented data and changing market dynamics
- **Intelligent supply chain** to shoulder the complex forward and returns supply chain
- **Sustainability** as a business opportunity to win eco-conscious consumers

WHAT WE SEE IN THE MARKET

Brands are racing to adopt the latest technology and data to reach their audience faster and elevate consumer experience

- **Capitalizing on data** from their large customer base, brands are investing in **AI** to improve branding strategies, product innovation and sales
- Owing to the vastness of sales network investment in **sales automation** to enhance sales productivity and brand visibility.
- Providing experience to engage with the consumers through futuristic platforms like **Metaverse (NFTs, Gaming), XR and Gen AI**
- New frontiers with **Industry 4.0** to digitize operational processes
- **Enterprise core (ERP / SAP) and Cloud** continue to be areas of importance

Cognizant solutions and services for the Home, Personal Care, Apparel and Appliances value chain





Representative case studies

Home, Personal Care, Apparel and Appliances



10%

Increase in speed to market

Enhanced

CX

Reduced

3rd party spend

Demand led design and engineering

Driving speed to market & improved collaboration through E2E product data management for a leading Consumer Goods brand, based in Europe

Client faced high product development lifecycle timelines and inconsistent product information across channels.

- Cognizant developed **CARA**, a user centric E2E product data management platform, which improves speed to market by enabling a collaborative approach for new product development and reduces manual offline processes.
- Cognizant built a single storage point for consumer-ready product data for assembly and reuse, resulting in first-time-right product content printed on product.
- The Solution also included Workflow orchestration

Tracking product performance for data insights to develop new products for an American manufacturer of laser printers and imaging products

Client had a challenge in getting integrated cross-functional views of historical and transactional data about products and components from inception to end of life.

- Cognizant implemented a Data Modernization Solution across Design, Manufacturing, Supply Chain, Customer Service and Sales, which leveraged the [Cognizant Data platform](#) on [MS Azure](#).
- Provided a unified view across the printer's lifecycle, and its components from cradle to grave.
- Optimized design and manufacturing, reduced supply chain inefficiencies through timely replenishments, arrested revenue leakages and improved customer satisfaction

\$10M+

Estimated potential benefit

30%

Avoidance of cartridge replacement

15-20%

Effort optimization

End to end Supply Chain modernization on S/4 HANA for a US based battery marketing and distribution company

Client's disintegrated systems were not scalable, and they wanted to enable standardized operations.

Cognizant implemented S/4 Hana on Azure cloud to transform their supply chain systems.

- Extended Warehouse Management ([SAP EWM](#)) for efficient Warehouse Operations
- SAP IBP for end-to-end Supply Chain modernization
- Transportation Management ([SAP TM](#)) for Inbound Spend and Dynamic Routing
- [C/4HANA](#) Dealer Portal to bring all Hotshot services and close 200 Independent distributors under one ERP

30%

Targeted reduction of TCO



Scaling OMS on cloud for a Netherlands-based global denim brand

Client wanted to migrate to cloud, realize the benefits of a flexible infrastructure cost by adopting a “pay for what you use” model and achieve scalability.

90%

Reduction in the effort required for peak season preparedness and system downtime

Faster

ATP (Available to Promise) publishing to the ordering channels

- Implemented the **IBM Sterling OMS** container model on a third-party cloud solution (**AWS**) and upgraded to a newer Sterling Order Management version.
- Client could operate a highly flexible and scalable platform for the OMS solution that provides a single view of order and inventory.
- Established a seamless data migration strategy from on-prem to AWS. The project implemented a multi-geography in 15+ countries. Migrated the entire platform to AWS, including 4-5 TB of data and messaging.



20%

YoY improvement in cost savings

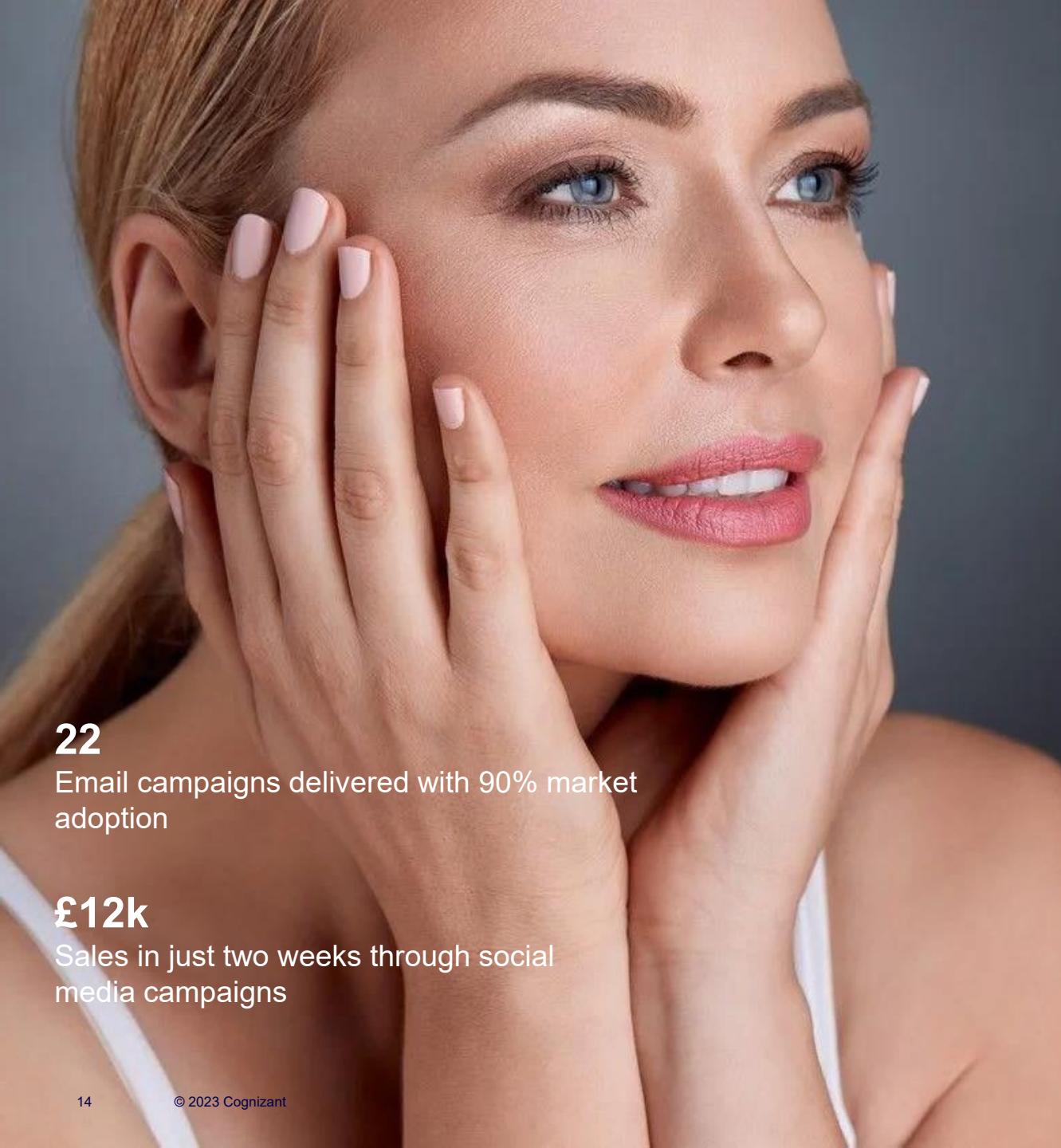
Intelligent Supply Chain / Smart Manufacturing

Integrated data driven quality control for an American multinational personal care corporation

Client decided that they needed better systems to improve the effectiveness of quality processes.

- Cognizant built **Product Acceptance Software System (PASS)** for new quality management system across 35 mills
- Integration with MES data, leveraging statistical process controls in real time to alert mill operators of the products being out of specification range

Won the CIO awards in the Top Tier Productivity category, for Digital Manufacturing Quality Control. Also, awarded for our World Class Core Capabilities for the Smart Manufacturing Operations Management solution and our World Class Commercial Capabilities for the Global Customer Portal



22

Email campaigns delivered with 90% market adoption

£12k

Sales in just two weeks through social media campaigns

Performance Marketing

Delivering first class customer-led content at scale to drive sales for a leading UK based personal care brand

Client wanted to offer personalized content at scale to its online customers as part of its wider digital experience transformation strategy.

Cognizant delivered content experiences comprising **blending human and cultural empathy with big data and automation technology expertise**. Solution includes:

- A Strategy Lab that continually monitors customer data and insights to innovate and optimize content
- A Creative Studio that can blend data-driven insights with human-centered design to create multiple content variants that are culturally empathetic to each market
- A Distribution Engine that drives efficiencies in scaled global delivery through offshore transcreation, technology stack optimization and automation services

Redefining personalized experiences for a US based manufacturer of premium scented candles

Client wanted to enable personalized, direct-to-consumer experience, thus driving the growth of their e-commerce business and achieve the online sales targets

- Cognizant owned and implemented a digital experience transformation
- Cognizant's solution included 'Guided Discovery' feature to bring the sense of 'fragrance' to life through digital imagery and a 'Candle Configurator'. It also included user generated personalized content on homepage, animation on social ads for personalization, single page checkout, free shipping options for frictionless experience, and loyalty subscription

The engagement was awarded the 'Project of the year - excellence award' in Digital Program category

27%

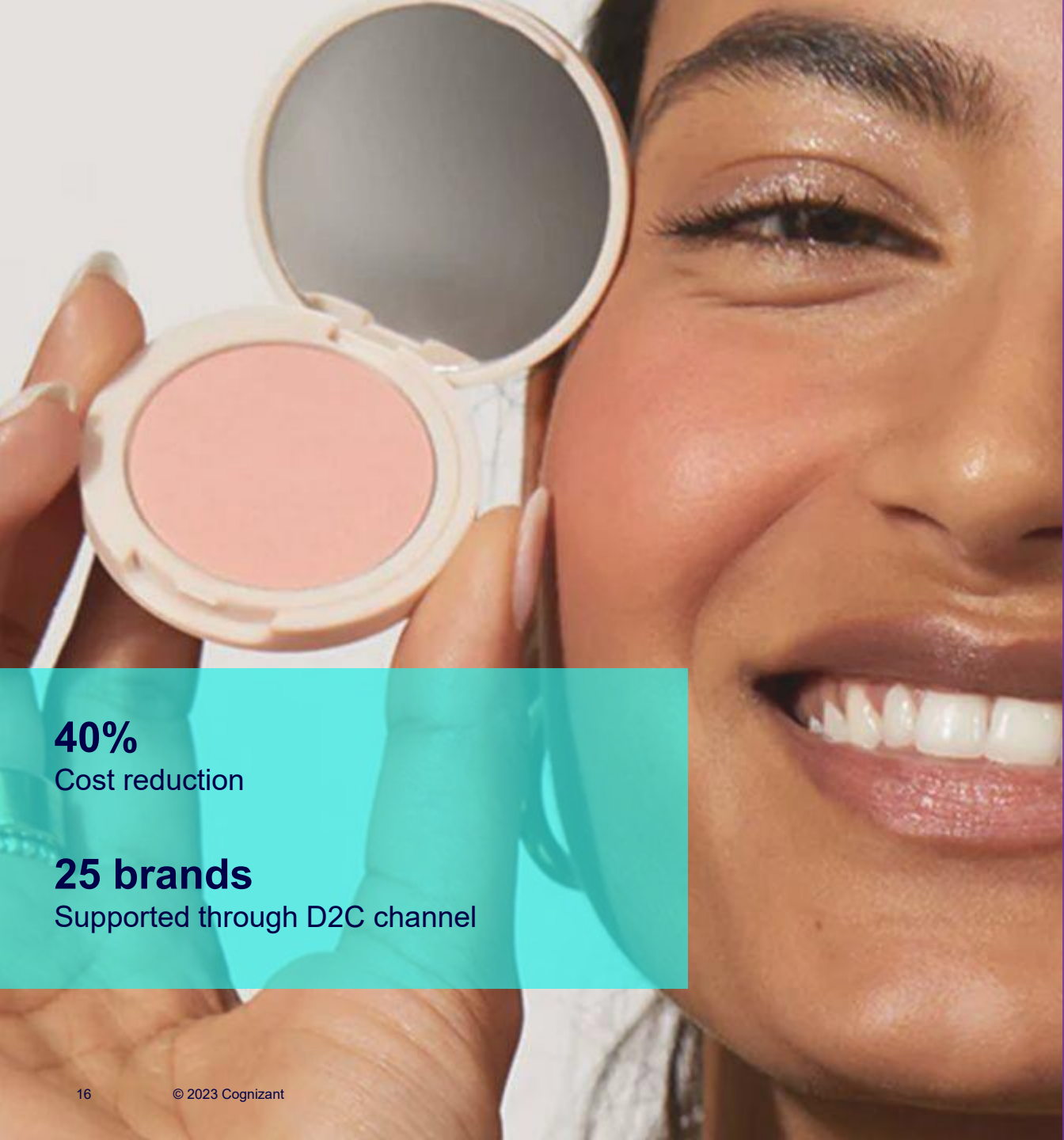
Drop in cart abandonment

14%

Increase in checkout

17%

Increase in net sales



40%

Cost reduction

25 brands


Supported through D2C channel

Sales Transformation

Global Direct to Consumer experience platform design for a leading global beauty brand, headquartered in the USA

Client wanted to adapt their operations to fluctuating consumer expectations and explore the evolving role of retail technology

- Cognizant delivered client's global commerce experience platform across all its beauty brands.
- Developed a headless commerce model with **Drupal** as the CMS and a custom microservices backend.
- The solution was rolled out across 550+ brand sites, 25+ languages and 50+ global brand. The platform supports over \$1B+ revenue annually



90%

Recommendations prioritized and incorporated into product backlog

100%

Uplift in primary KPIs as all the recommended hypotheses were implemented

70%

Improvement in TAT of implementing new features

Sales Transformation

CX strategy around changing customer behaviors across brands for a leading Indian fashion accessory brand

Client was facing challenges with customer journeys across assets in terms of exits, low conversion rate and data challenges

Cognizant recommended a two-pronged approach blending Strategy with Product Management:

- In the Strategy track, Cognizant Consulting identified niche journeys and created recommendations using journey optimizations, capability accelerators and impact effort analysis. Designed the hypothesis framework and experiments for front-end interface journey optimizations and recommendations were implemented for A/B testing.
- On the Product Management track, we strengthened the agile sprint pods to infuse the strategies designed in the first phase into the product backlog and prioritize with the business stakeholders.

A woman with dark hair is shown in profile, smiling as she opens a microwave oven. She is holding a white plate with a cooked meal inside. The microwave is built into a wooden kitchen cabinet. The background shows more of the kitchen, including a wooden countertop with some items on it.

4.7X

Increase in NPS scores

Sales transformation

Direct to Consumer platform enabling end-to-end commerce solutions for a global home appliances brand, based in Europe

Client decided to sell their appliances directly to their consumers and avoid third party e-commerce sites.

- Cognizant developed a D2C platform across multiple geographies in Europe, with features such as full commerce journey from Product Search to Display and Selection, to Basket, and finally to Checkout.
- Enabled superior CX through last mile fulfillment, full integration with on-boarding programs / cooking clubs etc.
- Developed a PoC for XR based experience, enabling customers to get the look-n-feel of the product before purchasing. This is integrated into the commerce site for virtual shopping.



50%

Reduction in cart abandonment

10%

Improvement in CSAT scores

11%

Increase in self-service enablement

Sales transformation

Next generation consumer interactions for a leading global toy brand, based in the USA

Client faced fragmented customer service operations with multiple technology platforms across locations, non-standard processes and inadequate staffing.

- Cognizant's delivered a robust contact center solution that focuses on optimizing customer operations, modernizing technology and CRM rationalization for flexibility to scale, improved customer experience and efficient workforce management.
- The solution involves a combination of CRM, omnichannel capabilities and IVR (Integrated Voice Response) that can consolidate customer operations across 130+ countries and 15+ languages, providing a standardized process across brands for unified customer experience.



~\$7.5M

Savings over next 5 years

20%

Increase in performance

50%

Envisioned Y-o-Y revenue growth

500K

Savings leveraging Cognizant accelerators

Data

AI/ML powered Enterprise Data Warehouse Modernization for one of the largest home appliances brands based in Europe

Client's existing data platform (Teradata) was not delivering the right level of business value.

- Cognizant migrated Teradata to the [Microsoft Azure SaaS](#) platform and fully enabled flexibility and capabilities of the Azure cloud offering with design optimizations after migration.
- Leveraged [Cognizant Data Solution](#) products and accelerators like Enterprise Data Migrator and Data Validation Studio thereby bringing automation.
- Built AI and Conversational analytics solution to help in daily performance management and faster decision-making leveraging NLP engine while enabling users to simulate using different input parameters.



Why Cognizant?

Consumers are the heart of the Home, Personal Care, Apparel and Appliances industry - we keep them at the center of our approach as we work with our clients to collectively re-imagine the personalized experiences they have come to expect.

Industry experience

60+ CG brands trust and rely on us to solve complex business, operations and technology issues.

Industry Solutions

Fully developed retail industry-specific transformational business solutions powered by next-gen Hyperscaler technologies.

Alliances

Range of partnerships with industry leading technology companies and routinely grow capabilities and upskill associates to keep clients' solutions at the forefront of industry advancements.

Digital ecosystem

Uniquely organized across service lines to help clients tackle enterprise-wide digital transformation and gain an edge over their competition

Global delivery network

100 global delivery centers positioned to provide cost-effective and nearshore, offshore and onshore managed services, innovation labs and CoEs.

Outcome based engagement models

Managed services are backed by outcome oriented commercial models that help clients instantly lower total cost of ownership and provide simple and predictable pricing.

Thank you

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Representative case studies from other vertical segments

Home, Personal Care, Apparel and Appliances



39%
Improvement in sales

15% to 20%
Reduction in the human
technical support

Demand led design and engineering

Smart Air Purification Solution for a US based global manufacturer of consumer, industrial and safety products

Client wanted to digitize the entire ecosystem for one of their connected Air Filtering device

- Cognizant enhanced firmware to make their Air Filter products smarter.
- Developed a mobile App for remote monitoring and control of their Air Filter products and other third-party air monitors like [Purple Air](#), [IBM Outdoor Air Quality](#), and [Airviz Speck](#).
- Automated purchase request generation through Amazon for filter replacement and built feature to control the Air Filters through voice command using Amazon Alexa and Google Voice

25%
Growth in e-commerce business

10X
Higher usage of search functionality

60%
Improvement in search results

Sales transformation

Growing e-commerce business through superior consumer experience for a US based iconic denim brand

Client wanted to provide a seamless multi-channel experience by engaging their customers in immersive shopping, enriched with easy transactions and multiple delivery and payment options. Besides, they wanted to scale globally.

- Implemented a customer loyalty program across US, Canada, multiple EU countries and franchise locations, along with a loyalty dashboard as a one-stop solution for business to manage loyalty benefits. The solution was built on **SAP Commerce Cloud / Headless Commerce** architecture
- Enabled site expansion for small markets in Europe and search improvement (type ahead, auto suggest, multi keyword).
- The solution enabled BOPIS as well as new payment methods

50%
Increase in Direct-
to-Consumer
revenue due to
faster order
fulfillment

Intelligent Supply chain

Supply and Inventory Planning to enable digital-first supply chain for a global apparel and sports accessories brand, based in the USA

Client wanted to scale buy-online-pickup-in-store (BOPIS) and digital order returns across stores. To do this, they needed inventory visibility across the board to cater to the demand.

Implemented a digital-first supply chain solution on SAP S/4 HANA and O9 to help the client fulfill customer orders directly, through a multi-node network and Regional Distribution Centers. Also built an advanced demand sensing platform to predict, plan and shape one-to-one consumer demand and experience.

30%
reduction in TCO
achieved

99.9%
VM availability for
the SAP systems

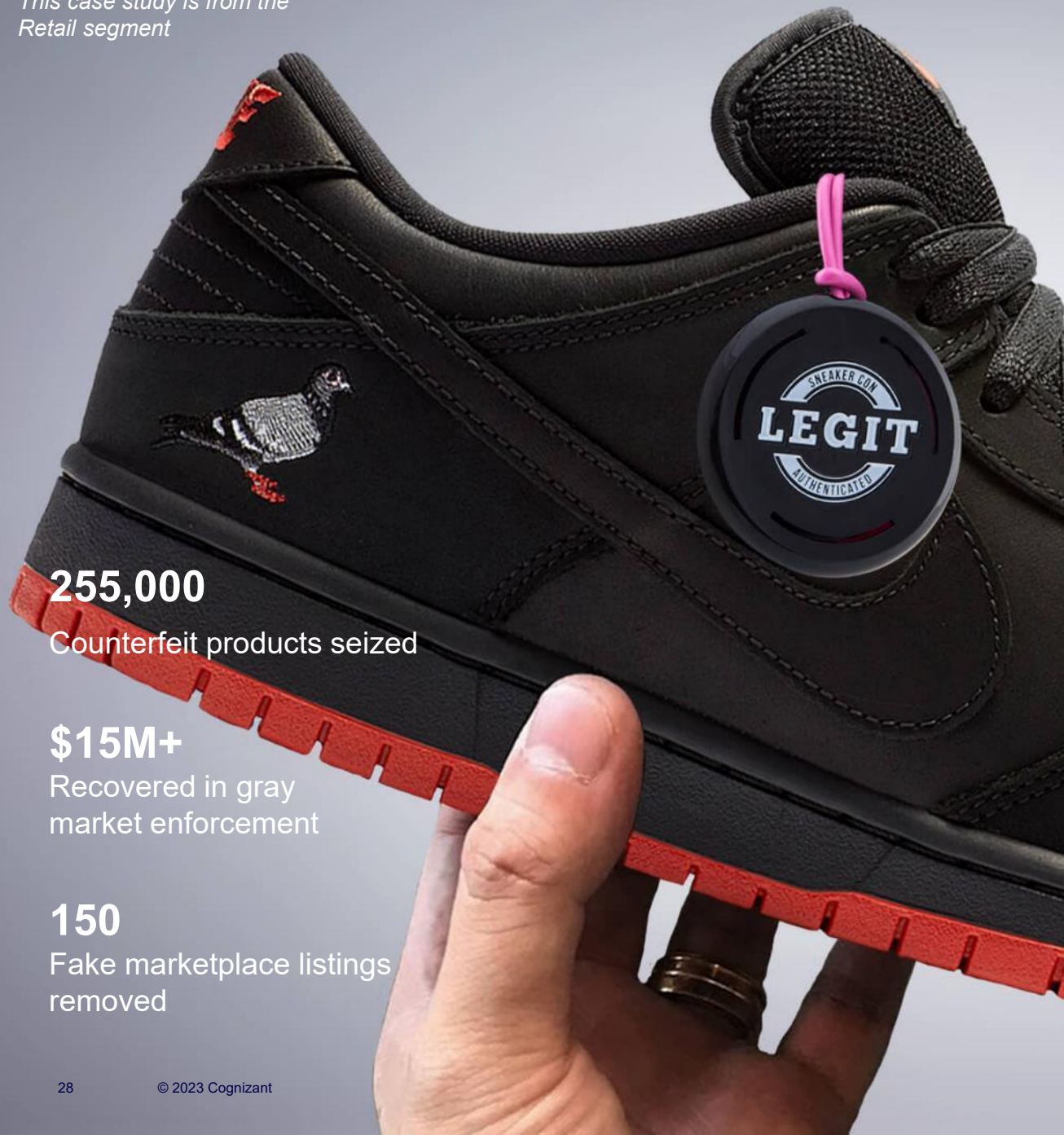
Digital Core

One of the largest SAP database migrations to Cloud for a global apparel and sports accessories brand, based in the USA

Client's SAP applications running on on-premise local data centers were difficult to scale. Their Oracle database was 125TB, one of the largest in the world and had over 5000 interfaces supporting customer orders and business invoicing for the apparel and footwear business.

Delivered a solution to migrate the client's large SAP database from AWS and on-premise to Azure cloud. Developed the SAP Cloud Shift solution to support seamless and accelerated large SAP migrations with enterprise level security and minimal down time. Also implemented infrastructure-as-a-code to facilitate SAP installation.

*This case study is from the
Retail segment*



255,000

Counterfeit products seized

\$15M+

Recovered in gray
market enforcement

150

Fake marketplace listings
removed

Sustainability

Increasing Governance to track and reduce counterfeit products for a global apparel and sports accessories brand, based in the USA

Client had a manual process of identifying fake products and wanted to leverage technology to track, trace and control gray market activity more efficiently

- Cognizant developed a mobile app which would allow for authentication of client products using QR codes on products and packaging, where scanning the QR code and submitting a geocoded report helps maintain authenticity
- The application has an intuitive user interface with provisions to scan QR codes on the product, with multiple scanning modes including individual and online scan, automatic capturing of the product with pictures, store details, location, and volume

Bringing all our offerings together

Driving exceptional customer, employee, and partner experiences for a leading global apparel and sports accessories brand, based in the USA

