



Build a Richer Customer Experience With Intelligent Digital Touchpoints

In the “Age of the Customer”, digital enterprises rely on new technology to create a compelling customer experience (CX) and deliver a rich, seamless and consistent experience across all channels of consumer engagement. The best are able to deliver a superior experience coupled with highly personalized, relevant and timely business insights.

The key to enabling this kind of personalization is highly automated, digital core business processes which adapt to changing consumer demands and expectations. However, many organizations face challenges such as:

- Lack of timely and relevant customer engagement
- Inconsistent customer experience across digital touchpoints
- Complex business processes
- Legacy IT systems incompatible with digital technology
- Misalignment between corporate branding and mobile platform design
- Slow time to market due to effort duplication while supporting multiple channels

Syntel's Digital One Solutions

We design and deliver platform agnostic digital touchpoint solutions that enhance the customer experience and help build your brand with an engaging, seamless experience tailored to individual users.

Our Digital One service offerings enable you to design a user experience across your digital channels that features personalized and contextual information.

We accomplish this with four key service offerings:

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|---------------------------------|--|
| Advanced User Experience | Deliver a best-in-class user experience by utilizing User Centric Design (UCD) and Design Thinking to ensure consistent design and user experience across all channels |
| Omnichannel Enablement | Platform agnostic solution development using hybrid, adaptive or responsive methodology to build digital touchpoints across every platform and channel |
| Portal Modernization | Modernize your classical web solutions to break out of legacy limitations and make touchpoints more user friendly and multi-device compatible |
| Smart Apps | Develop native mobile applications with rich user experience, AI and machine learning capabilities to learn from user behavior and meaningfully engage users |

FEATURES

- Cloud native architecture
- Leverages container technology
- Open platform within Syntel's customer and partner ecosystem

BUSINESS BENEFITS

- Increased customer engagement
- Enhanced workforce productivity
- Market share growth

Accelerators

We help our clients accelerate their digital initiatives with an in-house digital development platform called ATOM. ATOM helps our clients fast track the development of smart applications with reusable solution building blocks that use emerging technologies such as embedded automation, artificial Intelligence, IoT, Big Data, Analytics, Microservices, Social Media and modern UX.

Why Syntel?

- Faster time to market
- Rich cross-industry experience delivering large digital transformation initiatives
- Joint value creation and delivery through digital partnerships
- Deep expertise developed through dedicated Centers of Excellence

About Syntel

Syntel (Nasdaq:SYNT) is a leading global provider of integrated information technology and knowledge process services. Syntel helps global enterprises evolve the core by leveraging automation, scaled agile and cloud platforms to build efficient application development and management, testing and infrastructure solutions. Syntel's digital services enable companies to engage customers, discover new insights through analytics, and create a more connected enterprise through the internet of things. Syntel's "Customer for Life" philosophy builds collaborative partnerships and creates long-term client value by investing in IP, solutions and industry-focused delivery teams with deep domain knowledge.

To learn more, visit us at www.syntelinc.com