

Digital One – Three-tier approach

Customer Engagement

- Ensure a consistent multi-channel customer experience
- Focus on touch-points between customers, the enterprise, and the experience delivered through these touch-points
- Leverage technology-driven communication channels to augment traditional customer access channels
- Provide a hassle-free and engaging user experience using touchscreen form factors and responsive web design

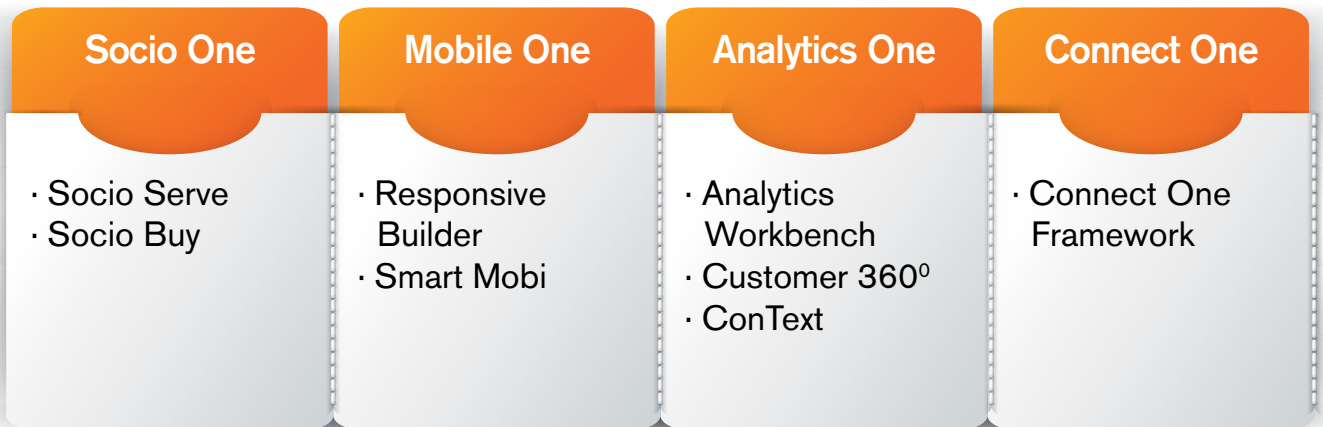
Customer Insight

- Deliver a highly personalised experience through a well-rounded understanding of individual customer likes, choices, and preferences
- Enhance customer experience by providing relevant, real-time, and actionable information
- Use analytics to gain insight into individual customer's behavior and sentiments
- Enable targeted campaigns to enhance lifetime customer value

Digital Backbone

- Consists of business processes, technology applications, and infrastructure to enable and power the digital enterprise
- Enables quicker processing through automated workflows
- Integrate and connect core transaction applications to mobile solutions through solutions like application programming interfaces
- Enable secure and scalable anytime, anyplace, any device access to business transactions with cloud-based infrastructure

Digital One Cross Industry Solutions



Digital One for Aviation

Atos Syntel's digital solutions for the aviation industry include

- Cargo Management
- Crew Scheduling and Management
- Performance Dashboards
- HR, Payroll, and Timesheet Processes
- Sales Performance Reporting
- IT Management Dashboards
- Airport and Flight Operations
- Customer Booking/Reservations
- Baggage Tracking
- Passenger Check-in
- Promotional Fares



Atos Syntel **Digital One** enables enterprises to transform into digital enterprises by leveraging the power of mobility, social, Big Data Analytics, Internet of Things and cloud technologies. Digital One combines Atos Syntel's domain and enterprise systems expertise with next-generation technology capabilities to deliver end-to-end digital transformation to drive business outcomes.