Cognizant Recognized as NASSCOM AI Game Changer

Cognizant Digital Business

Cognizant was recently recognized by NASSCOM, a non-profit trade association in India, with a 2018 AI Game Changer Award.

NASSCOM invited companies to submit artificial intelligence (AI) case studies that are redefining the marketplace. From nearly 300 competing proposals, Cognizant was chosen as one of the top 50 for its work with a major property casualty insurance company.

The client chose Cognizant to address the high costs and low satisfaction of its call center approach to 'First Notice of Loss' calls, which are typically the first step in the insurance claims process. Using data from thousands of recorded calls, Cognizant designed and implemented a solution that improved the end-user experience, and thus addressed the needs of the client.



Cognizant's solution:

- Reduces the number of calls requiring a representative.
- Monitors calls in real time to provide reps with the information they needed to accurately assist customers in a timely fashion.
- Monitors customer satisfaction in real time to reduce the need for managerial intervention.
- Wraps up the call summary with precision and speed.
- Allows 100% of monitoring for call quality.

"We are honored to be recognized as a NASSCOM AI Game Changer," said Karthik Krishnamurthy, Senior Vice President and Global Markets Head, Cognizant Digital Business. "Cognizant's human-centered approach to our client's problem moved the conversation from cost-savings to customer satisfaction and created more meaningful experiences. This is the power of applied AI at scale, led by human-centered advisory services: fewer calls, better calls, faster calls, improved satisfaction – and, ultimately, a game changing outcome for the client."

Click here to read more about the awards.

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