Cognizant Wins Two International Business Stevie Awards

Cognizant Interactive's Marketing, Media & Social (MMS) team has won two International Business Stevie Awards. Created in 2002 by the American Business Awards organization, the Stevie Awards recognize the accomplishments and positive contributions of individuals and companies around the world.

The MMS team won a Gold Stevie award in the Blockchain Solutions category for its work with a major pharmaceutical company. In order to improve customer loyalty and engagement, Cognizant launched a blockchain based app in Singapore. Trending at #1 within the first week of the campaign launch, the app had 3,643 downloads, 4.15M+ impressions and 63.2K+ clicks. Click here to read more about this award.

The team also won a Bronze Stevie in the category of Communications or PR Campaign of the Year – Internal Communications – 100+ Employees for its work with a medical technology company. MMS developed and executed an employee-centric communications campaign to promote awareness and adoption of a major IT transformation taking place at the company.

The communications resulted in an increase in the Employee Net Promoter Score (NPS) from -53% to +46% within less than a year, a 34% increase in awareness and reach of the newly launched Service Desk Portal, a 1,576% increase in click-through-rate of the email campaign and a 30% increase in online engagement. Click here to read more about this award.

Judges of the Stevie Awards include executives, entrepreneurs and innovators from around the world. With seven awards programs, more than 1,000 business leaders help judge the awards each year.

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