

Cognizant Wins Two Awards for Publication Excellence 2020



Cognizant's Digital Learning and Content Practice has received two Awards for Publication Excellence (APEX). An annual competition for publishers, editors, writers, and designers who create print, web, digital, and social media content, this is the eighth consecutive year the team has been recognized by APEX.

This year's winning entries focused on the team's ability to enable clients to improve the end-user experience using an application or a website. The team won APEX awards in the following categories:

- **Digital Content:** The Cognizant team received this award for its work with a leading visa and consular services company. Creating a unified content architecture for 1,300 websites spanning more than 40 geographies, the team defined a tone of voice that matches the brand. This helped the client improve its processes and position them as leaders, while also providing a seamless end-user experience.
- **Technical Communication:** This award was given to the team for its proof of concept (POC) on communicating complex technical processes using infographics for visual storytelling. With the decreasing attention span of users, visual communication has emerged as one the latest trends to convey information effectively. To that end, the team presented the POC for Microcontent, which is a complex concept and an emerging trend in technical communication industry.

"We are very pleased to once again be recognized by APEX for our innovative content work," said Mark Taylor, Global Practice Lead, Cognizant. "As companies evolve in this fast-paced world, there is a critical need to streamline and consolidate content and data, not only for better accessibility for their internal employees, but also for their customers. These awards highlight our continuous passion for excellence in digital and technical content management."

Learn more about the APEX awards [here](#).

Cognizant Digital BusinessInteractive, Customer Experience, CX

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