Cognizant Named a Leader in Healthcare Customer Experience Management (CXM) By Everest Group

Cognizant has been recognized by Everest Group as a "Leader" in its North America *Healthcare Customer Experience Management (CXM) Service Provider PEAK Matrix®* assessment. The report evaluated 19 healthcare CXM Business Process Services providers, analyzing each company around a criteria of service focus, intellectual property (IP) solutions, domain investments, and customer engagement. Providers were ranked based on their ability to build fluid and frictionless digital-first omnichannel customer experience programs for the healthcare industry.

Cognizant was highlighted as one of five Leaders with significant success helping health plans manage their member services, provider services, claims processing, care management, and other back-office tasks effectively and efficiently. Everest Group also highlighted Cognizant's proprietary solutions, including Trizetto's Connected Health and Cognizant Neuro® (for intelligent process automation) as strong technology foundations that augment the company's services and make for a smoother, more consistent implementation for customers.

Creating a customer-focused strategy using digital technologies enables healthcare organizations to deliver personalized service that anticipates member and patient needs, improves health outcomes, and reduces costs. It also authenticates consumers on any channel they prefer, with frictionless handoffs between analog and digital touchpoints. A recent article from Cognizant outlines three steps organizations should take in building a modern customer experience center in healthcare

"Cognizant has a robust set of digital-first offerings that are supported by a competent delivery network spanning onshore and offshore locations." said Ankur Verma, Vice President, Everest Group. "Further, the company's aggressive investments in end-to-end digital transformation capabilities, and its ability to drive co-innovation through outcome-based pricing models and tenacious governance, positions Cognizant well to serve its clients in the future strategically."

"Consumers today have more choice over their healthcare than ever before, and they expect to receive care that is customized and personalized across any channel, any time," said Giri Namala, Vice President of Healthcare Services, Cognizant. "It is our firm belief that by combining modern technologies, such as AI and Interactive Voice Response with traditional voice channels, organizations can deliver more meaningful interactions and achieve healthier outcomes for patients, members, and healthcare organizations."

To see a copy of the report click here.

Cognizant Digital BusinessDigital StrategyEnterprise Application ServicesHealthcareVertical > Healthcare

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