Cognizant debuts agentic readiness assessment to help enterprises put Adobe CX Enterprise Coworker to work driving business results

New assessment from Cognizant Moment scores businesses across five key dimensions and is the first step in its Agentic Experience Framework for AI-native marketing

Cognizant announced the launch of an agentic readiness assessment designed to show enterprises how ready they are to put Adobe CX Enterprise Coworker, the industry's leading agentic teammate for customer experience orchestration, to work on business outcomes. It is the first step in the Cognizant Agentic Experience Framework, Cognizant Moment's operating model for AI-native marketing.

Customer experience can no longer be built on campaigns alone.[1] Customers increasingly judge a brand by how well it meets them in the moment, and more of them now reach brands through AI assistants. AI-referred traffic to US retail sites rose more than 1,200% between October 2024 and July 2026, according to Adobe.[2]

Many marketing operations still run on campaign calendars planned weeks ahead. AI agents can respond to customers as moments happen, if the data, content and rules behind them are ready.

"Buying agents and running them are different problems," said Bindya Raj, Global Head of GTM, Cognizant Moment. "Agents work with what they find, so strong data, structured content and clear governance are incredibly important. This assessment is the first step in a journey. The framework behind it unlocks a clear path for Adobe customers, from knowing where they stand to putting agents to work across the business."

The Cognizant Agentic Experience Framework gives marketing teams a practical, responsible way to put AI agents to work, built on the systems an enterprise already runs. Leaders decide up front what agents can do on their own and identify the workflows and decisions requiring human direction. Agents write from approved facts and the brand's own voice, helping support that what reaches customers is accurate and on brand. With governance built in, marketing teams working alongside agents can each take responsibility for a customer moment from beginning to end.

"As customers move from experimenting with AI to deploying it in production, the readiness of their data, content and governance becomes critical to success," said Alison Webster, Vice President, Global Partner Organization, Adobe. "Cognizant brings extensive enterprise implementation expertise to help customers navigate that transition, with an assessment and a framework that helps Adobe customers understand how to get the most value from Adobe CX Enterprise Coworker and achieve meaningful business outcomes."

Cognizant research has found that two-thirds of senior business leaders have yet to show measurable productivity gains from AI, and one in four have paused or abandoned deployments.[3] Adobe has voiced the same concern, noting in its June announcement of CX Enterprise Coworker that many organizations struggle to turn AI adoption into measurable business results.[4] Cognizant's research helps to illuminate the solution: organizations with strong data foundations report nearly 27% higher productivity gains.[5]

As part of the assessment, over two to four weeks, specialists from Cognizant Moment examine an enterprise's data, content and decision rules that CX Enterprise Coworker draws on. The specialists score an organization across five dimensions: data, content, customer journeys, measurement and governance. They then deliver a recommended path forward and three priority use cases for the enterprise to pursue first.

Priority use cases might include launching a campaign across channels, retaining customers at risk of leaving or checking content against brand guidelines automatically. The result is a plan grounded in what the enterprise's systems can support today, helping guide its investment toward where agents are most likely to pay off.

Adobe made CX Enterprise Coworker available in June,[6] and Cognizant will help expand Adobe customers' AI investment and enterprise value through its Agentic Experience Framework to give organizations a clear path toward the agentic enterprise.

The agentic readiness assessment is available now. To get in touch, visitCognizant Moment.

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[1] Cognizant, "Why customer experience can no longer be campaign-based," Cognizant Insights blog by Thea Hayden, Benjamin Wiener and Ian Barlow, June 19, 2026. cognizant.com/us/en/insights/insights-blog/future-of-marketing-and-cx-is-agency-as-software

[2] Adobe, "Adobe report: U.S. consumers are embracing LLMs to make travel plans, but many brands have AI visibility gaps," Adobe for Business Blog, Aug. 19, 2026 (Adobe Analytics data through July 2026). business.adobe.com/blog/us-consumers-are-embracing-llms-to-make-travel-plans

[3] Cognizant, “Closing the AI Execution Gap: A $2 Billion Business Boost,” research, survey of 1,100 senior business leaders at Global 2000 companies and 100 startups across 10 industries; summarized in news release, June 15, 2026. news.cognizant.com/2026-06-15-New-Cognizant-Research-Reveals-4-7-Trillion-in-Untapped-AI-Value-Across-G2000

[4] Adobe, “Adobe Announces General Availability of CX Enterprise Coworker to Redefine Marketing and Customer Experience Orchestration with Agentic AI,” news release, June 10, 2026 (statement by Anjul Bhambhri, SVP of engineering, Customer Experience Orchestration, Adobe). news.adobe.com/news/2026/06/adobe-announces-general-availability-of-cx-enterprise-coworker

[5] Cognizant, “Closing the AI Execution Gap: A $2 Billion Business Boost,” June 15, 2026.

[6] Adobe, “Adobe Announces General Availability of CX Enterprise Coworker to Redefine Marketing and Customer Experience Orchestration with Agentic AI,” news release, June 10, 2026.

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