

Cognizant Named a Leader in Digital Interactive Experience Services by Everest Group

For the fourth consecutive year, Cognizant has been recognized as a Leader in the Everest Group PEAK Matrix® for Digital Interactive Experience (IX) Services.

Everest Group evaluated 16 global digital IX service providers on market impact across three dimensions: market adoption, portfolio mix and delivered value. Cognizant secured its place as a leader based on its experience in digital IX supported by a strong partnership ecosystem, solutions, and accelerators. The analyst highlighted Cognizant's speed-to-market, vertical-led offerings, and strong vision around the future of sustainability, responsibility, and transparency within customer experiences.

"This recognition by Everest Group further validates our strengths, capabilities and commitment to helping brands deliver valuable experiences that drive business results," said Mark Taylor, SVP and Global Practice Lead, Cognizant Digital Experience. "Customer experiences are vital to delivering a brand's message and promise. By leveraging customer data and market context, Cognizant is helping organizations understand what's driving human behavior, allowing them to engage more dynamically and effectively with their employees and customers."

Historically, companies delivered their brand promises through messages, advertisements, and marketing campaigns. Today, that method of delivery is not enough. As the [experience economy](#) grows and takes shape, companies need to communicate their mission through the digital and interactive experiences they have with consumers and other organizations.

Cognizant's interactive digital experience experts draw on strategy and research to link data to design, systems to stories and insights to outcomes. Cognizant's experience-led offerings span the entire customer life cycle and drive value across vertical markets. These solutions include customer and employee experience, content, and marketing services and omnichannel commerce.

For more information visit [here](#).

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