Cognizant Recognized as a Leader in the Inaugural HFS Horizons: Customer Experience Service Providers, 2024 Report

June 19, 2024 – Cognizant was named a leader among 22 service providers evaluated in the HFS Horizons: Customer Experience Service Providers, 2024 report. This research assessed how well service providers are helping their clients embrace innovation through customer experience and realize value.

According to HFS Research, Horizon 3 Leaders demonstrate the ability to drive impact via collaboration across multiple organizations with common objectives around driving new sources of value focused on growth through new business and collaboration models. Customer service and contact center operations were the key foundational markets covered in this analysis focusing on optimization of the contact center, omnichannel design, change agents, and industry-led solutions.

As part of their report, HFS emphasized Cognizant's "extensive expertise in cloud contact centers, experience engineering, business model transformation, and digital solutions" noting that "Cognizant provides comprehensive support for clients evolving business needs." HFS referenced Cognizant's Bluebolt innovation program that collects grassroots ideas from associates and implements them to train employees in innovation and design thinking as a key differentiator.

When consulting with clients and partners, HFS found that "clients applaud Cognizant for leveraging its domain expertise to bring value-added services to clients. They also appreciate its ability to deliver a wide range of services. Partners appreciate Cognizant's strategic approach to serving clients."

"Cognizant has been placed as a Horizon 3 market leader in our inaugural Customer experience (CX) Services Horizon report for its industry-based consultative approach and robust expertise in digital experience, AI, cloud, and IoT," said Melissa O'Brien, Executive Research Leader, HFS Research. "Leveraging its partner ecosystem and its own Cognizant Digital Experience Platform (CDXP), Cognizant has developed a cloud-based platform helping clients deliver on omnichannel digital experiences."

Read the full report HERE.

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