Transform your organization and talent with the new skills, methods and mindsets required to achieve and sustain new levels of competitive performance in the digital business era.
What We Offer You

DEVELOP THE NEXT-GEN WORKFORCE THROUGH OUR HOLISTIC APPROACH TO TRANSFORMATION

Harness the power of digital to fundamentally transform how work, learning and innovation are accomplished in your organization. Our offerings cover these key aspects of workforce transformation:

- **Advisory.** We work with you to develop a digital learning transformation vision and a practical, results-oriented execution roadmap that enables your organization to create a truly digital workplace that engages talent and enables you to build and sustain a digital culture. We can also help you redesign operating models, organization structures, workflows and jobs to integrate the capabilities of AI, analytics, connected products and human-machine collaboration.

- **Experience.** We design the workforce learning experience, specifying platforms that will optimize learning of content and curriculum, such as gamification, AR/VR, adaptive learning, etc.

- **Content.** We engineer curriculum to address specific skills gaps, whether related to systems and tools or management and leadership oriented. We can produce:
  - Micro-videos with easily digestible information about key program goals and capabilities
  - Executive videos presenting overviews of a program’s business impact
  - Demonstration videos to help familiarize talent with new processes and capabilities
  - Micro-sites as one-stop sources for information
  - Chatbot/virtual assistant tools to help talent get fast answers and support
  - Digital step-by-step assistance overlays to guide users through new programs and systems

- **Platforms and tools.** We identify, evaluate and implement niche platforms, such as game engines and AR/VR platforms, to engage the workforce in powerful learning transformation journeys. Our tools include:
  - CasKade,™ our own proprietary assurance-based learning framework that accelerates skill improvement through a series of skill diagnostic assessments and customized curriculum.
  - WalkMe,™ a digital adaptive learning platform we customize to enable your stakeholders to learn and complete tasks on live systems with clear assistance at each step.
  - Engage By Cell offerings for mobile-accessible learning options.
  - Wide selection of platforms and tools from Coursera, Jigsaw, ToolWire and many other technology partners.
IN THE REAL WORLD

We are enabling many clients to transform their workforce capabilities. Here’s a sampling of our recent work.

- A large organization drove higher returns on its investment in an employee digital collaboration platform when our workforce transformation solution increased platform adoption rates. We designed and executed a pragmatic, outcome-driven strategy to help business and IT stakeholders experience the value of the collaboration platform as well as train them in how to use it. We developed an internal marketing campaign to raise awareness of the platform, addressing user personas with stories and productivity scenarios. KPIs and other metrics were aligned to mastery of the platform to reinforce and sustain adoption and productivity gains.

- A leading medical device manufacturer realized $5 million in savings through our program to transform its learning and development capabilities with a new global learning management system. We consolidated five legacy learning systems, migrating more than 1.4 million records and 28,000 courses to the SAP SuccessFactor platform. The system was rolled out simultaneously to 25 countries and 29,000 users, who gained digitally enhanced training experiences, including mobile access. We collaborated with the client to define the governance and operating model and established three centers of excellence to support the transformation vision.

- An international biotechnology company turned to Cognizant to reskill an internal advanced computing team so its members could manage the company’s cloud infrastructure adoption and migration initiative. We used our proprietary CasKade learning framework to map new roles to skills, conduct pre-assessments of required skills and build the new learning journey maps aligned with the client’s cloud transformation objectives. In addition, we generated detailed job descriptions and RCM to assist the client with cloud workforce recruiting. Our strategy included our evaluation of prerequisite technologies for the customized learning journeys for the new cloud-based roles.

- A major technology services company used our workforce transformation strategy to reduce training time by 60% with micro-videos and self-help tools, reduce user queries 20% through a chatbot, and improve internal compliance to 80% on a new sales platform as part of a comprehensive workforce transformation strategy that included our customization of the WalkMe digital platform to maximize user engagement.
Our Exclusive Methodologies

PROVEN PROCESSES GENERATE MEASURABLE RESULTS
We have a structured approach to workforce transformation at scale that we adapt to your specific challenges and opportunities.

• **Phase 1: We identify opportunities.**
  We assess your organizations’ current state and determine where opportunities exist for transforming your workforce.

• **Phase 2: We design the transformation strategy.**
  We define the transformations required across skills, experience and organizational structure and develop the action and investment plans necessary to implement the workforce transformation.

• **Phase 3: We help your organization execute transformation and realize its benefits.**
  We collaborate with you on workforce transformation implementation, drawing on our partner ecosystem to ensure we deploy the best learning tools and approaches for your organization.

HARNESS THE POWER OF DIGITAL TO FUNDAMENTALLY TRANSFORM HOW WORK, LEARNING AND INNOVATION ARE ACCOMPLISHED IN YOUR ORGANIZATION.
The Cognizant Digital Business Advantage

Cognizant Digital Business has the unique ability to manage the concurrent transformation of business, operating and technology models. We have deep expertise in IT, operations and business strategy and understand how all must align to deliver your customers and employees the rich new experiences that lead to new market share, revenue growth and continued innovation.

What sets us apart

• Multi-disciplinary teams of social scientists, design thinkers, creative technologists, engineers and strategists on tap to help your organization create its future.

• Insight to code approach that draws on behavioral science, “thick data” about actual human behavior and analytics infused with AI to help ensure experience design and code development meet actual market needs, de-risking development efforts.

• Expertise in developing and deploying next-gen technologies, including IoT capabilities, AI, augmented and virtual reality, platform development and more.

• Investment in start-ups, including internally generated new business concepts; unique Collaboratory spaces for prototyping, design and scaling innovation.

• Flexibility to support a wide range of development environments, including Agile, waterfall and hybrid delivery approaches.

• Extraordinary depth of expertise across a wide range of industries, enabling us to bring industry-specific insights and experience to your opportunities and challenges.

LET’S GET STARTED

Whatever your industry, Cognizant’s Workforce Transformation solutions will help ensure your organization adopts new ways of working, thinking and innovating to drive maximum value from its digital technology investments and initiatives. Improve agility, capture value, reduce costs and drive new revenues by putting Cognizant Digital Business to work for you. For more information, please visit: cognizant.com/cognizant-digital-business/digital-strategy.
ABOUT COGNIZANT

Cognizant (Nasdaq-100: CTSH) is one of the world’s leading professional services companies, transforming clients’ business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 195 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.