Leader

"Cognizant differentiates through AI-driven service resolution across heterogeneous environments, with clients demonstrating measurable CX outcomes and rapid deployment."

Yash Jethani

Cognizant

Overview

Cognizant is headquartered in New Jersey, U.S. It has more than 357,600 employees across over 50 countries. In FY25, the company generated $21.1 billion in revenue. Through Neuro® AI, Agent Foundry and governance frameworks, it positions itself as an AI engineering and orchestration partner rather than a telecom software platform provider. Its Communications, Media and Technology practice combines telecom domain expertise with large-scale offshore engineering, application modernization, cloud, data, digital experience and business process capabilities. It offers client-facing operations and operates through a broad global delivery network, with delivery capacity in India.

Strengths

AI-first customer service transformation: At Cox Communications, Cognizant modernized virtual assistant and IVR environments, delivering 46 percent digital resolution, 54 percent IVR resolution, up to 17 percent higher first-contact resolution and 20 percent lower handling times. With resolution-oriented AI architecture, Cognizant combines deterministic workflows with GenAI to prioritize completed resolution over simple containment.

Multi-agent orchestration across heterogeneous environments: Cognizant's Neuro® AI Multi-Agent Accelerator and Agent Foundry provide cloud-agnostic orchestration, governance and integration across CRM, service management, BSS and hyperscaler platforms. Forming a coherent convergence of network and customer operations, Cognizant's Neuro® SAN framework links network events, customer context and remediation actions, creating a foundation for proactive care, retention and revenue protection.

Governed and managed AI operations: Cognizant's Neuro® AI Trust platform delivers runtime governance, policy controls and auditability. Its operational model supports continuous optimization and post-deployment improvement. For customer analytics and decisioning, Cognizant supports customer 360 analytics, churn prediction and next-best-action capabilities, enabling large-scale engagement and faster campaign execution.

Caution

Cognizant's Neuro® AI Agent Foundry, Neuro® SAN, Neuro® AI Trust and other proposed CX assets can create ambiguity regarding product boundaries; this necessitates more substantiation. It needs to clarify pricing metrics and ensure contracts address failed automations, rework, repeat agent actions and outcome accountability.

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