

Horizon 3 Market Leader

Drives new insurance business models through ecosystem collaboration, platform innovation, and next-gen service delivery

HFS Horizons Insurance Services, 2025

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A global technology and operations service provider with domain expertise, particularly in P&C and customer-focused innovation

HORIZON 3 — Market Leader



HORIZON 2 — Enterprise Innovator

HORIZON 1 — Disruptor

Access the report at www.hfsresearch.com

Tech-driven insurance transformation: Cognizant combines its technology services, domain expertise across core insurance operations, and customer-first approach to deliver measurable outcomes, helping insurers enhance efficiency, customer engagement, and profitability while navigating industry challenges.

Customer centricity augmented by Cognizant Moment: Cognizant's Moment practice is embedded in the company's insurance business, blending digital self-service and agent-assisted interactions to boost quote-to-bind rates (by 25%) and improve NPS scores. Strategic partnerships with Guidewire, Duck Creek Technologies, Microsoft, AWS, Databricks, Vitech, and Congruent aim to drive seamless integration and faster product innovation across the insurance value chain.

Driving personalization and cloud transformation: Cognizant's policy innovation initiatives for a large insurance company resulted in new personalized insurance products, increasing customer adoption rates by 55%. Cognizant also helped a leading financial services insurer migrate its legacy infrastructure to a scalable, cloud-based ecosystem, reducing time-to-market for new products by 30%.

Client and partner kudos: Cognizant is recognized as a trusted strategic partner with deep expertise, strong leadership commitment, and a client-first approach.