



Intelligent Experience & Operations

Create rewarding digital experiences and achieve operational excellence

Intelligent Experience and Operations enables you to provide memorable experiences for your employees, customers and partners at every touchpoint, leveraging the latest Microsoft technologies, effective business processes and operational best practices to achieve dramatic results.

Human-centered experiences and intelligent business processes are key to driving impactful and sustainable innovation. Intelligent Experience and Operations from the Cognizant Microsoft Business Group is designed to help you create exceptional, meaningful and highly engaging interactions that put people first.

We take a holistic approach considering your people, processes and technology to maximize impact, improve business outcomes and help you achieve operational and financial excellence.

“Companies with highly engaged workforces outperform their competitors by 147% in earnings per share.”

Jim Harter, Ph.D., Chief Scientist,
Workplace Management & Wellbeing, Gallup

Microsoft Business Group

Intelligent Experience & Operations Offerings

The Cognizant Microsoft Business Group offers a complete range of Intelligent Experience & Operations services. Leveraging human-centered design, innovative technologies and modern business processes, our experts enable you to engineer meaningful experiences for employees, customers and partners at every touchpoint. Explore our Intelligent Experience and Operations offerings below and [get in touch](#) to elevate your business — with focus, simplicity and scale.

Employee Experience

Enhance employee retention, recruitment, innovation and productivity with exceptional employee experiences that give your business a competitive advantage and make great work possible.

Customer Experience

Boost acquisition, sales and retention by leveraging emerging technology and experiential design to improve the buyer's journey and put customers at the heart of your business.

Partner Experience

Redesign the partner experience to capture more market value. Strengthen partnerships, increase engagement, elevate delivery quality and fuel collaboration and channel sales with emerging technology and proven strategies.

Business Process Reengineering

Radically rethink and redesign your processes to create a future-ready business. Achieve dramatic improvements in performance, cost optimization, quality, delivery speed, services and more.

Smart Spaces

Create technology-enabled experiences that are timely and relevant utilizing smart devices — including smart signage, touchless access systems, environmental management systems and more to improve real world interactions.

Operational Excellence

Empower your business with a common vision and a culture of continuous improvement utilizing data, automation and intelligence. Increase productivity, improve output quality and achieve financial excellence.



“ Experience-driven businesses report 1.6x to 1.9x higher YoY growth in customer retention, repeat purchase rates [...] and lifetime value... ”

Forrester & Adobe in *The Business Impact of Investing in Experience*

Our Methodology

Build agility and transform your business at speed with our platform native Digital Operating Model that provides enterprise-level blueprints for digital transformation.

Our four key solution areas are Intelligent Enterprise, Intelligent Experience and Operations, Intelligent Cloud, and Intelligent Workplace. They encompass an extensive portfolio of offerings designed to transform your business with focus, simplicity and scale.

Intelligent Enterprise

Envision your organization's ideal digital future. Plot a roadmap to evolve your capabilities in the cloud and stand out in a competitive market.

Intelligent Experience and Operations

Embrace human-centered design, innovative technologies and modern business processes to engineer meaningful experiences for employees, customers and partners.

Intelligent Cloud

Empower your organization with a next-generation cloud operating model to increase velocity and control. Migrate, modernize and deploy with cloud native agility.

Intelligent Workplace

Enable increased productivity, communication, collaboration and mobility while remaining safe, secure and compliant — across the office and around the globe.

Why the Cognizant Microsoft Business Group?

The Cognizant Microsoft Business Group has a singular focus — advancing your cloud modernization journey with focus, simplicity and scale. Together with Microsoft, we provide the blueprints, resources and agility to propel your business forward. We turn digital potential into real business performance at speed, with end-to-end Microsoft Cloud solutions and managed services. Our dedicated experts deliver continuous innovation and business value at every stage of your digital transformation.

The Cognizant Microsoft Business Group is one of the world's most certified Microsoft partners, with over 7,500+ Microsoft certified consultants, 16 advanced specializations, 18 Microsoft gold competencies and 30+ Microsoft Partner of the Year Awards. Wherever you are in your modernization journey, and whatever your end goals are, we can help you get there.

Learn more and get in touch at mbg.cognizant.com.



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 194 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 @Cognizant.

World Headquarters

300 Frank W. Burr Blvd.
Suite 36, 6th Floor
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

1 Kingdom Street
Paddington Central
London W2 6BD England
Phone: +44 (0) 20 7297 7600
Fax: +44 (0) 20 7121 0102

India Operations Headquarters

#5/535 Old Mahabalipuram Road
Okkiyam Pettai, Thorajipakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060

© Copyright 2022, Cognizant. All rights reserved. No part of this document may be reproduced, stored in a retrieval system, transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the express written permission from Cognizant. The information contained herein is subject to change without notice. All other trademarks mentioned herein are the property of their respective owners.