

Cognizant

Connecting 340,000+ Employees Globally:
How Cognizant is Building an Inclusive and
Engaging Virtual Event Ecosystem with Airmeet

A Case Study by Airmeet



Overview

Company Name:	Cognizant
Industry Segment:	IT Services and IT Consulting
Use Case:	L&D Events
Previously Used Platform:	Microsoft Teams

About Company

Headquartered in New Jersey, USA, [Cognizant](#) is a multinational IT consulting and outsourcing company that leverages its expertise to engineer modern businesses and improve everyday life. The company helps organizations modernize technology, reimagine processes, and transform experiences, empowering them to stay ahead in a competitive, rapidly evolving world.

Founded in 1994, Cognizant has a globally established workforce of over 340,000 employees. It offers a wide range of services, including business consulting, information technology, and outsourcing, catering to various industries worldwide.

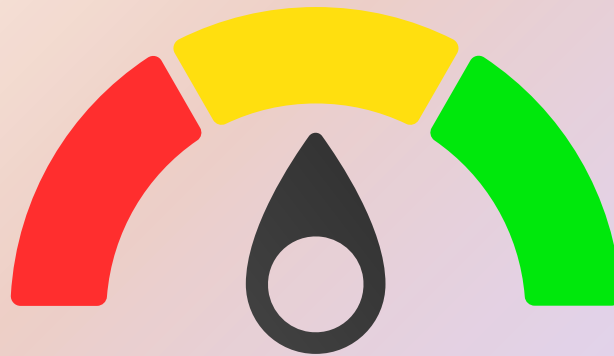
Challenges with Previous Platform

Cognizant was previously leveraging “Microsoft Teams” for their internal event initiatives. While the platform was functional, it fell short of meeting their evolving needs.

Hosting globally inclusive virtual events was becoming challenging, as the platform lacked the scalability and flexibility required for seamless participation across different regions.

Moreover, the absence of essential customization options made the session feel impersonal and monotonous, failing to capture the uniqueness of their brand and events.

Expectations & Requirements



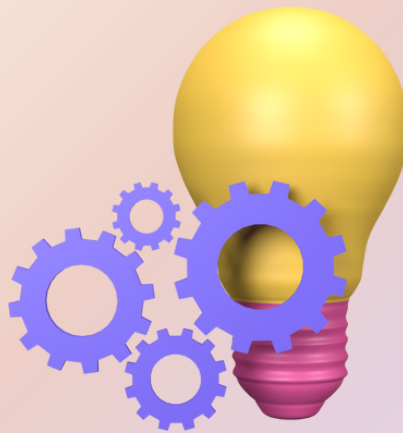
EXPECTATIONS

The Cognizant team sought a platform that could ensure inclusivity, while providing a fully integrated virtual event experience. With Airmeet, their key objectives were to:

- Boost scalability & accessibility, supporting large-scale events and allowing global participation.
- Incorporate in-depth customization & branding to tailor the look and feel of their events to align with their brand identity.
- Enhance event engagement through seamless gamification integrations for a more immersive and interactive experience.

Ensure inclusivity to allow employees to join in from any location or device, eliminating regional, language, and accessibility barriers.

Solutions Offered by Airmeet



Airmeet provided Cognizant a comprehensive, well-equipped event solution that empowered them to:

1. Host interactive sessions: With features like Q&A sessions, live polls, and [breakout rooms](#), Airmeet fostered active participation and engagement, making virtual events more dynamic & interactive.

2. Ensure scalability & global accessibility: The virtual event platform seamlessly supports large-scale events, allowing thousands of participants worldwide to join. This ensured that Cognizant's employees, regardless of their location, could actively participate in key meetings and events.

3. Implement 360-degree customization & branding: Airmeet enabled a high degree of customization, empowering the team to tailor the event experience to match their brand's ethos. This includes thematic flair and personalized schedules, creating a cohesive and memorable experience for attendees

4. Amplify interaction & engagement: Features like [gamification](#) and [integrated scheduling](#) helped create a dynamic and interactive environment. This fosters meaningful connections and impactful learning experiences

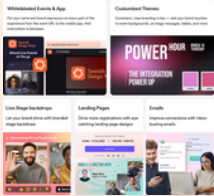
5. Support an inclusive culture: Airmeet's virtual events are designed to be inclusive, catering to diverse roles and regions.

The virtual event platform offered several features to support Cognizant's inclusive initiative and drive maximum participation, such as:

- The virtual event platform being [easily accessible](#) across devices and locations, removing regional differences
- User-friendly features & smooth navigation made it suitable for attendees from both tech and non-tech background to enjoy the event together
- Seamless integration of multilingual subtitles, which ensured a clear content delivery & eliminated language barriers

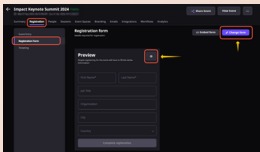
This ensured that all employees felt valued and included, regardless of their location or role within the company.

Most Liked Features



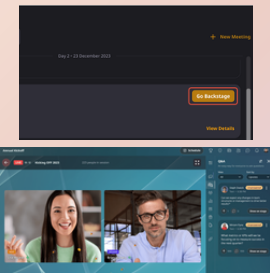
In-depth customization

Airmeet offered the Cognizant team a fully customizable virtual event solution. From reception & leaderboards to visuals & mailers, they were able to tailor every aspect of the event—ensuring a seamless and branded experience.



Automated registrations and reminders

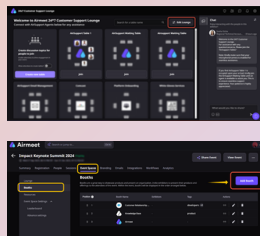
This feature streamlined the event management by automatically sending invitations & reminders and handling attendee sign-ups, reducing manual effort and improving work efficiency.



Backstage and stage differentiation

Airmeet provided a dedicated [backstage](#) area for hosts and speakers to prepare privately before going live, ensuring smooth execution.

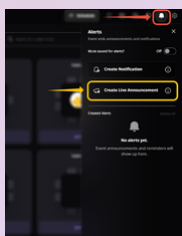
Meanwhile, at the main stage, attendees were able to connect and engage with hosts and other participants in real-time.



Ability to create lounges and booths

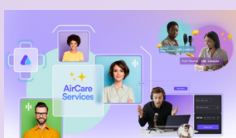
This feature enhanced networking and engagement by enabling the team at Cognizant to:

- Customize & set up virtual lounges tables for discussions and networking
- Create branded [virtual booths](#) for partners, sponsors, and exhibitors
- Facilitate brainstorming sessions and interactive conversations with employees, partners, and other stakeholders.



Platform-level announcements

Airmeet's platform-level [announcements](#) enabled Cognizant's organizing team to send real-time announcements, like important updates, session reminders, exhibitor messages, and targeted CTAs, ensuring effective communication with all attendees.



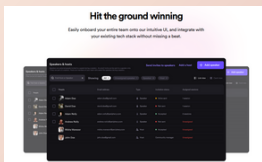
Technical support

Airmeet's technical support was available to the organizers & the participants 24/7, ensuring seamless event execution. Being able to communicate with support personnel helped resolve issues instantly, ultimately improving the learner experience.

Most Liked Features



A single dashboard for every single shape and size of experience



User-Friendliness

"One of the standout features of Airmeet is its user-friendly interface."

Cognizant Team

Airmeet's intuitive and easy-to-navigate platform made it simple for both organizers and participants to use.

Setting up events is straightforward. Even those with limited technical expertise can manage the platform effectively with the help of clear instructions and available support resources.

This ease of use has contributed to a smooth and enjoyable experience for all involved.

Customer Quote

We have had the opportunity to use Airmeet extensively, and I must say it is an exceptional platform for engaging employees in a virtual environment. The interactive sessions, including Q&A, live polls, and breakout rooms, have significantly enhanced participation and engagement during our events.

The platform's scalability and accessibility have allowed us to host large-scale events seamlessly, ensuring that all employees, regardless of their location, can join and participate. The customization and branding options have enabled us to create a cohesive and memorable experience that aligns with our company's ethos.

Additionally, the cost efficiency of hosting virtual events on Airmeet has been a significant advantage, saving us on travel and accommodation expenses while still delivering impactful events.

Paromita Ghosh

Learning & Development Lead (CIS, SNBG, APAC and M&A)

Cognizant Technology Solutions Asia Pacific PTE. LTD

Impact of Airmeet on Cognizant



50% increase
in attendance



Significant time and cost
savings with a single
integrated platform



Enhanced engagement and
interaction rate



Greater scalability and accessibility
supported the hosting of large-scale
events & global employee participation.



Strengthened the brand's identity
and helped
maintain professionalism

Positive ROI Impact

- The adoption of Airmeet introduced a robust learning ecosystem and a significant positive impact on their events. Having a single integrated platform saves time and the cost of hosting an in-person event in every country.
- The platform's interactive features have greatly enhanced participant engagement and interaction. This has led to more dynamic and lively events, where attendees feel more involved and connected.
- The scalability, accessibility, and inclusivity of Airmeet have enabled the Cognizant team to expand their reach to global employees, encouraging them to join every company event. This has been crucial in fostering a sense of community and belonging among their team members.
- The customization and branding options have empowered the Cognizant team to create a cohesive and memorable experience that aligns with their company's ethos. This has helped reinforce their brand identity and create a more professional and polished event experience.

Conclusion

By leveraging Airmeet, Cognizant successfully transformed its virtual events and internal initiatives into engaging, scalable, and immersive experiences.

The platform's robust features—interactive tools, 360-degree customization & branding, and globally accessible solutions—enabled the Cognizant team to enhance employee participation, connect with their global workforce, streamline event management, and reinforce its brand's identity.

With Airmeet's all-in-one offerings, Cognizant minimized additional expenses and also achieved higher engagement rates. They have created an inclusive, dynamic, cost-efficient, and impactful virtual event ecosystem.



Airmeet is a virtual event and networking platform designed for hosting a variety of online events, including workshops, conferences, webinars, and meetups. It crafts a dynamic and interactive realm for organizers, mirroring the ambiance of in-person events in a virtual environment.

Attendees can engage in live sessions, panel discussions, Q&A rounds, and networking lounges. With features like customizable stages, breakout rooms, and exhibitor booths, Airmeet enhances event engagement. Its user-friendly interface and global accessibility make it a favored choice for virtual gatherings, enabling participants from across the globe to forge meaningful connections.

Airmeet is the trusted virtual and hybrid event platform for over 4000 enterprises, including PWC, CapGemini, Ford, Unilever, Paramount Pictures, Publicis Sapient, and more.

[Book a demo](#) with us today or [Sign up](#) for free.