

Workplace x Cognizant

Creating an engaging world-class virtual event

IT 5,000 GLOBAL



Cognizant Softvision designs, engineers and delivers products and experiences that drive digital-first business models.

Why Workplace?

Workplace was an opportunity for dispersed Cognizant Softvision employees to participate in a collaborative and engaging event.

Challenges

After years of bringing more than 3,000 employees together for its annual Programmers Week in-person event, COVID-19 forced Cognizant to rethink the 2020 event. Travel restrictions meant the global line-up of industry-leading keynote speakers, tech talks on the latest developments and branding events were not possible.

Workplace features



Live Video



Posts



Insights



Integrations



Without Workplace, we would need to rely on multiple technology and collaboration platforms that not only optimize our performance and our work for clients, but also help foster and build our unique global culture, which is a large part of why clients rely on our company and our services.



Loreta Siderman

Communications & Marketing

Solutions

Listening to real-time responses

Workplace Insights gave leaders a comprehensive understanding of the event's success. By analysing likes, views, comments and drop off rates throughout the sessions, the organization could review and adapt its approach during the sessions. As a result, more than 2,000 employees tuned in for the Live streams, with a further 3,000 watching the recordings.

Sharing knowledge through Multi-Company

Workplace Live allowed presenters to interact with the audience during their presentations. The boosted split-screen feature replicated the interactive nature of attending an in-person event and encouraged viewer engagement. This interactive approach meant the organisation could effectively communicate key messages with all employees, ensuring their content reached the right people.

Capitalising on opportunities to grow

Cognizant Softvision adopts a future-focused approach to everything they do. Integration with services like OBS, are helping them to seamlessly produce and roll-out future live virtual events. Leaders are able to better tailor the platform and gain a greater ability to share industry-leading resources with all employees - regardless of location.

Results

1,500,000

impressions of event posts on social media

2,150

live stream attendees

3,000

live stream attendees

3,100

reactions and 475 posts