

Business Insider Australia: Cognizant's Vice President and Head of Markets, Australia, Makes the Case for Humanizing Technology

[Cognizant Digital Business](#)



"In connecting with and anthropomorphising technology, we might ask ourselves if we are losing something that makes us human," writes **Denham Pinder**. "In fact, we are not. We are only trying to create deeper, more meaningful relationships." Excerpts:

"If you took out all the technology from your home and your office, what would you be left with? More importantly, how would your daily routine change as a result?"

While most people would be left unable to navigate certain tasks without automated assistance, there are also a few that would miss the 'familiarity' of the technology they interact with. This is a key element any business, planning to design human-robot interactions, needs to take into account if they want the experience to be truly compelling.

Technology has long been connecting us, and we are now asking it to connect with us. We are broadening our notion of what it means to live in an interdependent world where humans are just one part of a broader system that everyone and everything relies on. This has implications on both the user and the business.

It's critical that online platform providers reimagine their business models and make necessary changes at the user management and platform architecture levels to remain competitive. This means harnessing data, captured at different touchpoints, such as tracking user journeys, vendor management quality, etc., but also the constant re-evaluation of the application programming interfaces (APIs) they use."

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