

## Business Standard, India: Cognizant's Executive Vice Chairman says Understanding the End Customer is Critical for Success



"For digital business to be successful, we need to understand the end-customer's psychology," says **R Chandrasekaran**. "Unless you do that, you will never be able to serve him."

*Excerpts from Business Standard's article:*

"Cognizant is hiring anthropologists and sociologists on its payroll as it tries to broaden customer base with differentiated offerings. This comes after the Nasdaq-listed IT services company hired doctors and paramedics.

The aim is to understand the clients' psyche better and improve customer experience, apart from strengthening the consulting practices that are key to garnering a larger share of clients' new technology spends, R Chandrasekaran, executive vice-chairman and co-founder of Cognizant, told Business Standard.

While Cognizant has already hired around a 100 anthropologists and sociologists, it has also invested in a human resource firm Red Associates, which gives the firm access to another 300-400 such professionals.

'In the past 25 years, we have gone through several transformations. But that has taken a long time. When I look at the next transformation, it is going to be faster with a shorter life cycle. This gives Cognizant a great more opportunity,' Chandrasekhar said."

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