The Business Times, Singapore: Brands Need to Influence the Algorithms

"Based on Cognizant's research, traditional companies will need to go the extra mile in overhauling their digital infrastructure, go-to-consumer strategies, and customer experience goals," says **Manish Bahl**, Associate Vice President, Center for the Future of Work – APAC. "By focusing on the human-machine dynamic of this new era, brands will be able to understand and anticipate the needs of tomorrow's customers, to swiftly deliver value that they hadn't yet realised they needed."

Excerpts from The Business Times' article:

"According to Cognizant's Customer of the Future report, customers are shifting their trust from brands to intelligent machines.

SEA respondents specifically would trust recommendations obtained from search engines (77 per cent), e-commerce sites (70 per cent), mobile apps (67 per cent) and voice-based personal assistants (48 per cent) more than they would trust information provided directly by traditional company websites (44 per cent).

Companies should adopt a three-pronged 'Reimagine, Rebuild and Rethink' approach: Reimagine their brand; rebuild digital reputation to reach augmented customers; and rethink their relevance to form deeper relationships with consumers and resonate with their behaviour."

Click **here** to read more.

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