

Platform Businesses: Building trusted communities through strong partnerships

The Digital Services Act (DSA) places the responsibility of community content management onto platform technology businesses, including online marketplaces, gaming platforms, social media networks and search engines.

The new mandate seeks to make these platform communities safe places for buyers, sellers, users and players and fair competitive spaces for business by managing disinformation, harmful content, fake reviews and unfair practices.

Technology businesses must act to ensure trust and safety are ingrained in their communities, those who don't comply risk high penalties and damage to their brand trust and reputation which could lead to users migrating to competitors and a decline in revenue and market growth.



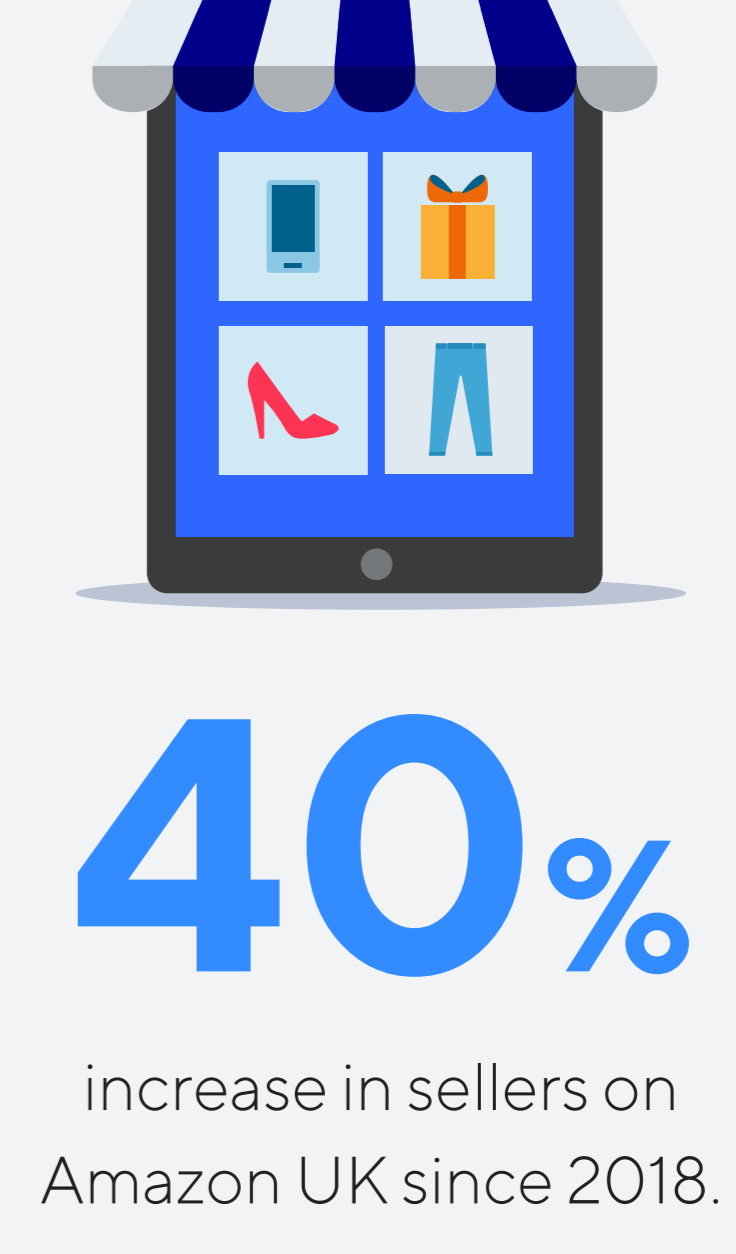
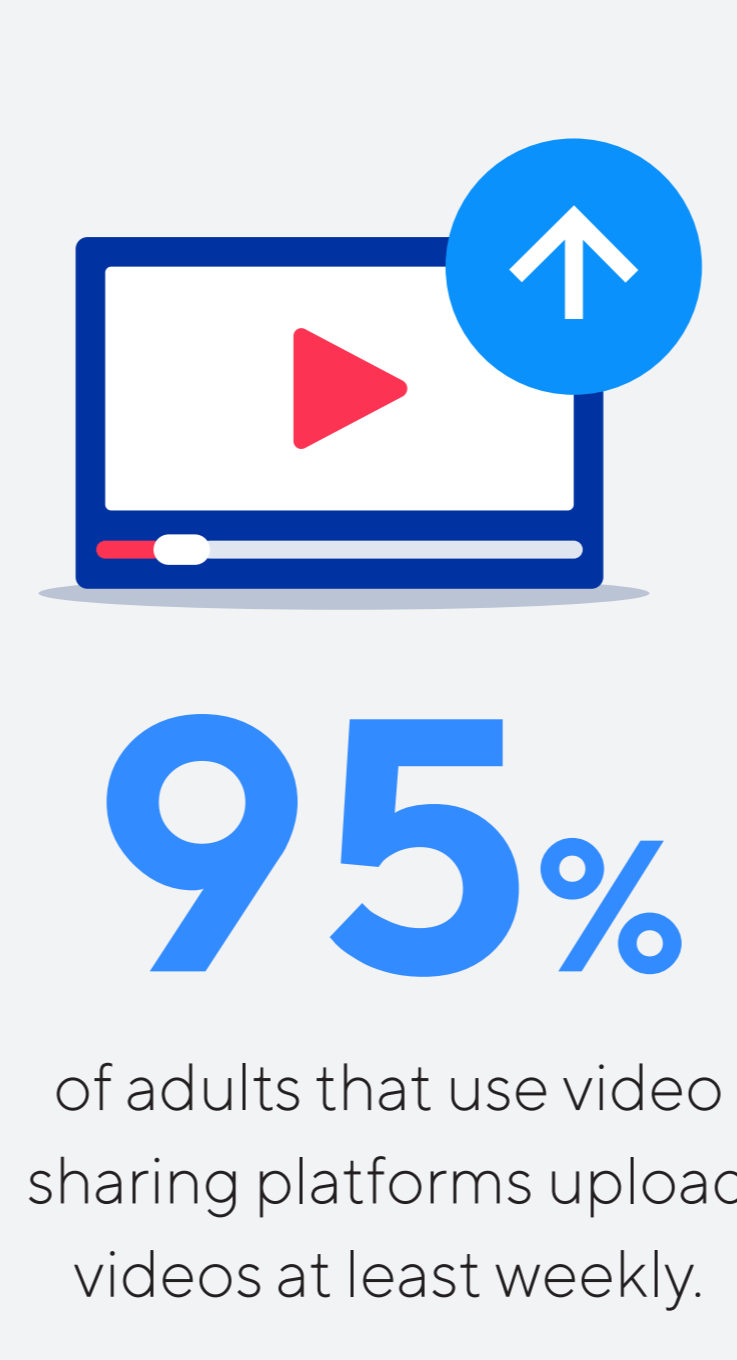
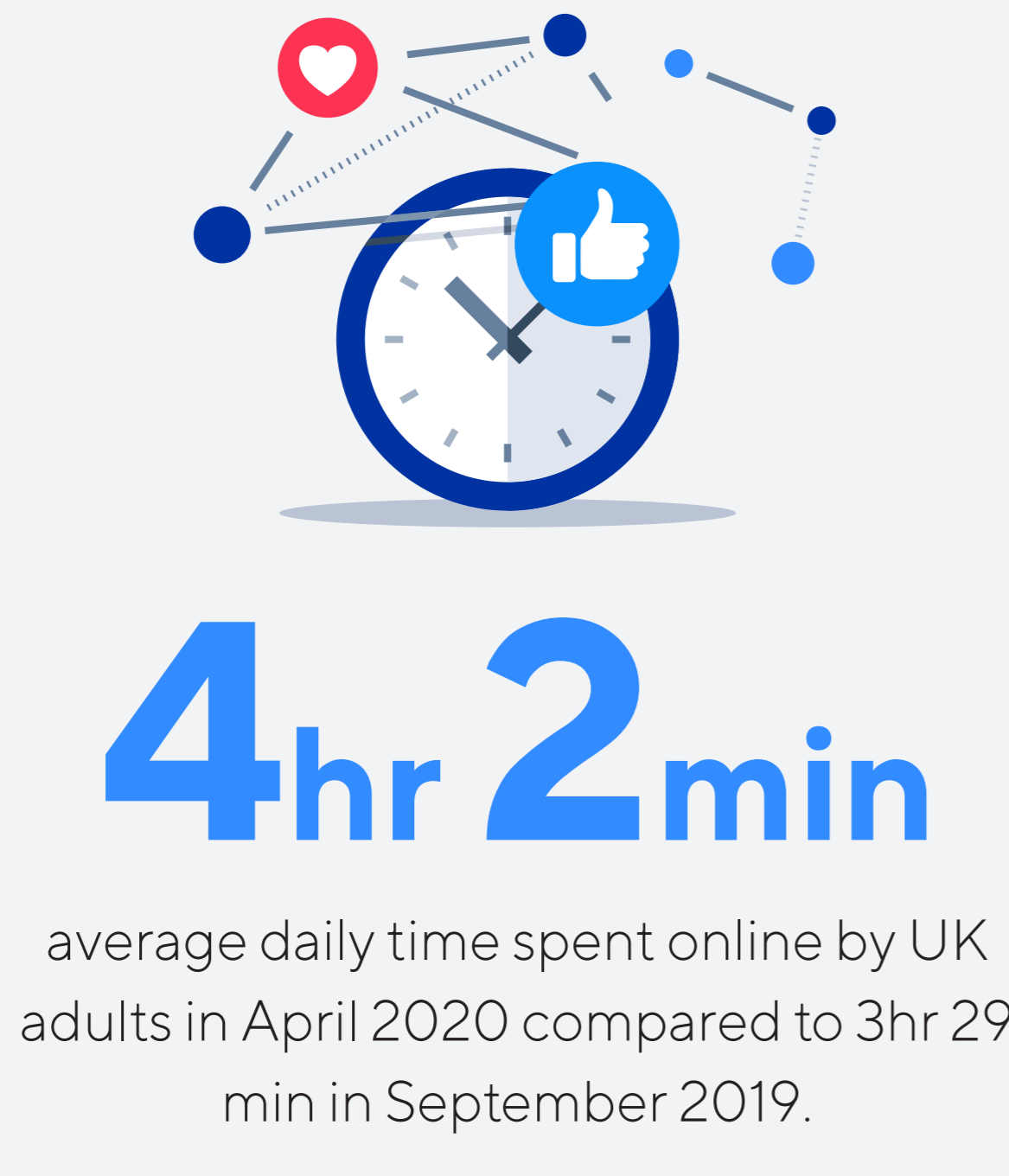
Google was fined

€2.4 billion

by the European Commission in 2017 for promoting its own shopping service and rather than allowing similar access to rivals.

How is the platform business landscape changing?

The DSA rides into Europe on a wave of user generated content that has swelled with the pandemic as people spend increasing periods of their lives online shopping, playing, selling and communicating.



Why trust and value is key

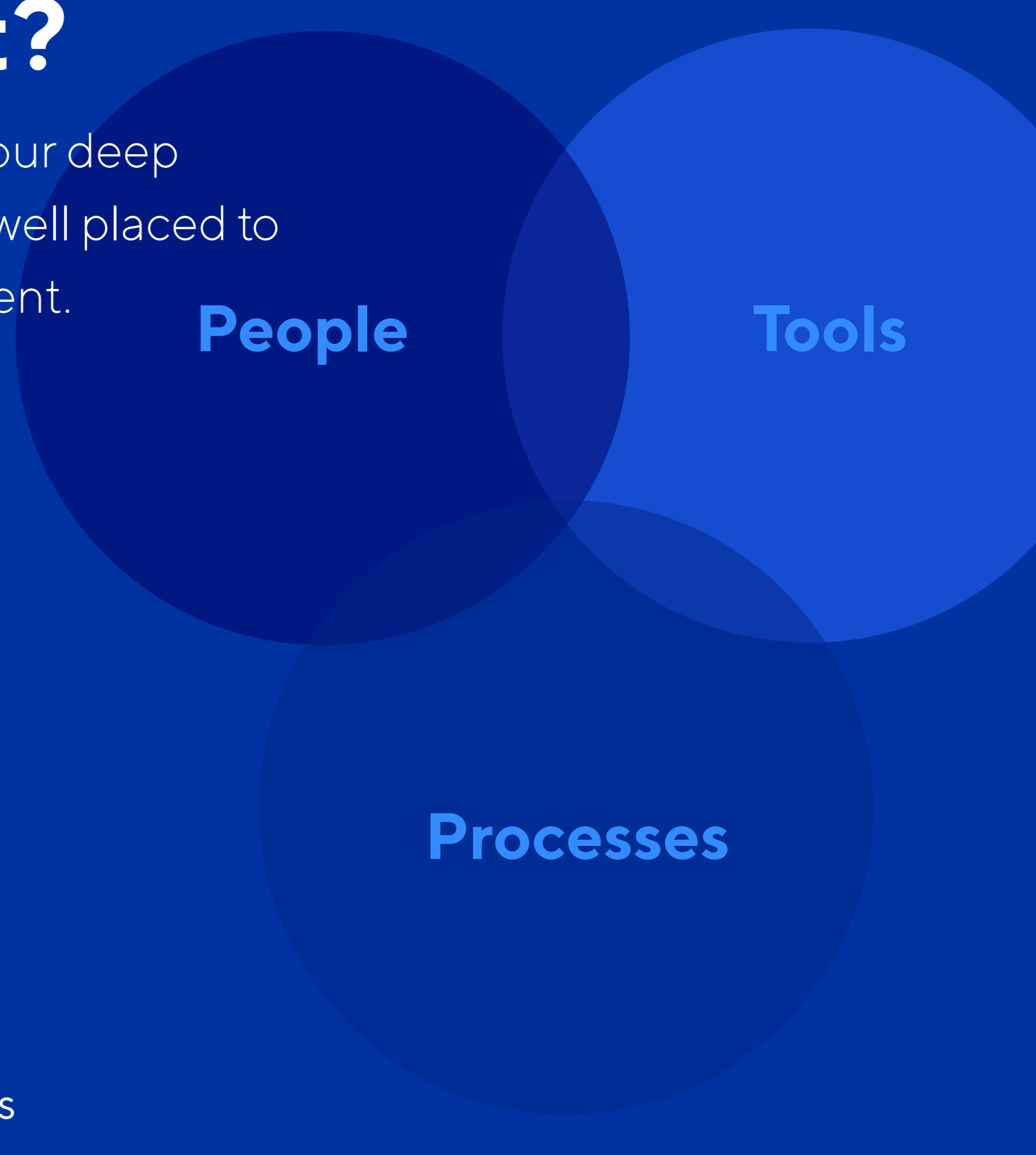


Why partner with Cognizant?

Our vast experience of working with platform businesses and our deep understanding of what makes them successful, means we are well placed to help them navigate the complexities of community management.

We combine the right **people**, **tools** and **processes** for better community management, at scale.

- 20+ years partnering with platform business
- Support 28+ languages
- 10k specialists across 10 global delivery hubs



We deliver exceptional business outcomes...



We've helped our clients realize...

- >100k** hours of live content reviewed each week
- 99%+** Quality in content community management for video sharing platform
- #1** Best-in-class for staff wellness for world's leading tech company
- 20+** community support improvement ideas for leading microblogging site

Working in Partnership to Build Safe, Trusted and Valued Communities.

Contact us at www.cognizant.com/platformcommunities