

## **Custommerce Takes Wing with High Profile Advisory Panel – Dec 13, 2006**

### **PRESS RELEASE**

For Immediate Release

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Forms objectives with an aim to enhance the face of customer service in India

New Delhi, December 13, 2006: Dr. M. B. Athreya, renowned management guru, today announced the formation of a panel for Custommerce, India's only forum dedicated to customer centricity, comprising leading innovators who have created an impact in shaping a customer-driven economy.

The objective of conducting Custommerce is to highlight the benefits organizations can gain by improving & enhancing customer response. Custommerce is the only forum of its kind, in India, which promotes customer centricity. The forum attempts to identify challenges facing the customer interaction industry and provides possible strategies to achieve a customer driven economy.

The Custommerce panel includes

1. Mr. C. N. Ram, Head Information Technology, HDFC Bank
2. Mr. Jehangir Ardeshir, President, Business Improvement, TTSL
3. Mr. Kapil Dev Singh, Country Manager, IDC
4. Mr. Kuruvilla Markose, Head of HR & Training, E2E SerWizSol
5. Mr. Lakshmi Narayanan, President & CEO, Cognizant Technologies
6. Mr. R. Muralidharan, General Manager, ICICI Bank
7. Mr. Ramesh Venkateswaran, Managing Director, Almak Management Services

Derived from a combination of the words 'customer' and 'commerce', Custommerce is conceived and incubated by Servion Global Solutions, a specialist in the Customer Interaction Management space. Custommerce was formed with an objective to enhance the face of customer service in India.

Said Dr. M.B. Athreya, Mentor, Custommerce, "With Indian business undergoing a paradigm shift, it has become imperative to put the customer at the center of a sound business strategy. All of us have come together as part of this movement to craft out innovative strategies that would set global benchmarks in customer service. This forum will evolve into a place where knowledge and information are shared and best and next-generation practices are evolved, captured, and documented so that they are of value to industry at large."

This first-of-its-kind forum concluded the following objectives for the year:

1. To create a Customer Interaction Management (CIM) movement that keeps the customer in focus
2. To be a think tank to drive best and next practices in CIM in the Indian industry
3. To evolve a self assessment and governance mechanism for companies to avoid poor CIM practices
4. To build and update a body of knowledge surrounding customer service and centricity that old and new practitioners can access as benchmarks

About Custommerce: Established in 2003, Custommerce is India's only dedicated forum on Customer Centricity. Far from being a management fad, refashioning business processes to align with customer's

needs is critical to competitiveness today. As markets become more intensely contested, earning customer loyalty is perhaps the key arbiter of a company's success. The objective of conducting Custommerce is to highlight the benefits organizations can gain by improving and enhancing customer response. The forum attempts to identify challenges faced in customer interaction and provides possible strategies to achieve a customer-driven economy.

It has been conceived and incubated by Servion Global Solutions, a specialist in the Customer Interaction Management Space and mentored by Dr. M B Athreya.

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