

Servion Global Solutions Announces Custommerce – Sept 19, 2005

PRESS RELEASE

For Immediate Release

SERVION GLOBAL SOLUTIONS ANNOUNCES CUSTOMMERCE

India's first dedicated forum for Customer Centricity

New Delhi, September 19, 2005: Servion Global Solutions today announced the formal launch of Custommerce, a forum dedicated for customer centricity. Custommerce is an annual gathering of business leaders across the South Asia and Asia Pacific region. Custommerce brings together thought leaders and senior business executives to generate insights into the different facets of customer interaction.

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.

This year, Servion is promoting Custommerce with its mentor Dr. M.B. Athreya, NASSCOM as the industry partner and its partner, Avaya Global Connect as the platinum sponsor. The event, an integral part of the forum will be held on the 7th & 8th of October, at Jaypee Palace, Agra and will revolve around the central theme 'Strategies for a customer driven economy'.

Dr. M.B. Athreya, one of the founders and pioneers of the management movement in India said, "The reforms in India, China, Russia and elsewhere, of liberalisation and globalisation have, quite rightly made the customer the first stakeholder. In this new Shiva-Schumpeter economics of Creative Destruction, companies which are not centred on the customer, their needs, expectations, including especially, service speed and quality, will be doomed".

On his involvement with the forum as its mentor, he added, "My life mission as a lifelong student, teacher and advisor in management is the blending of Democracy, with civil liberties, on the one hand, and Development, with material prosperity, on the other. India is the world's biggest laboratory of this mission. The elephant is now on the trot. Indian firms should excel in Customer Response at home and globally. Custommerce is a step in that direction."

"Organizations should be encouraged to harness technology to drive excellent service and become customer centric. Custommerce is a forum that we hope will encourage customer centric thinking and bring together, the technology provider and the service provider to give the customer a better and memorable experience", said Mr. Kiran Karnik, President NASSCOM.

"Avaya GlobalConnect's pioneering efforts to humanize our technology solutions and make them more customer friendly is in sync with the objective of the Custommerce forum; to build and create strategies for a customer driven economy. The process of self-improvisation has to begin and end with understanding the customer, gaining a thorough knowledge of what companies want and delivering it in real time" said Mr. Niru Mehta, Vice Chairman & Managing Director, Avaya GlobalConnect.

Addressing the media, Mr. K Balakrishnan, MD & CEO, Servion Global Solutions said, "Since inception, Servion has been working on new ways to enhance organizational response to meet and exceed expectations of the customer. Custommerce is yet another step in that direction'.

"The forum does not make recommendations or draw any conclusions on the right or wrong strategy. It is solely meant to provide a platform to discuss and debate issues with industrialists & thought leaders. This is a thought-provoking platform that will also allow delegates to 'network' with their peers by way of discussions to gain insights into how Customer Management Strategies are implemented worldwide, he added.

In due course of time, Custommerce will hopefully become a forum of thought leaders and practitioners from different industry segments across the globe, who will further the cause of Customer Centricity.

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