

Custommerce to conduct convention on customer experience

The 2-day event, themed at 'Customer Experience Matters,' will commence on September 15, 2011 in Chennai

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Chennai, August 30

In such a competitive scenario, the fate of any business, be it micro, small, medium or large enterprise, it is the satisfaction-level of the end customer which decides the fate of the organization. In an exertion to address the issues related to customer experience and to create platform to help organizations derive business value from a customer-centric approach, Custommerce, a non-profit organization incubated by Servion Global Solutions, has announced the seventh edition of 'The Custommerce National Convention, 2011.' The 2-day event, themed at 'Customer Experience Matters,' will commence on September 15, 2011 in Chennai.

Ramesh Venkateswaran, chairman, Custommerce, recalled a recent study conducted on customer satisfaction which came out with a finding that there is a strong link between customer experiences versus customer loyalty. He



(L) K Balakrishnan—MD & CEO, Servion Global Solutions (R) Ramesh Venkateswaran, chairman, Custommerce & visiting professor at IIM B & SDM Institute for Management Development

quoted the finding, "A high satisfaction in customer service can do 3 things, firstly, it can increase the customer desire to buy more, secondly, it can make customers reluctant to switch and the last but not the least is recommending others the brand." He also added that it is not enough to maintain a customer satisfaction level to be just 'satisfactory.' "A satisfied customer is more vulnerable to change the brand, say 50% possible of changing the brand. However, if the satisfaction level is excellent, the

possibility of changing the brand will be 85%," he added.

K Balakrishnan, MD and CEO, Servion Global Solutions said, "Being a participant of this event, one enjoys many benefits like getting an international perspective, networking with peer companies, participating in workshops and skill-development programs etc." He also added, "In a customer-related issue, if the customers are treated badly, even though the problem is solved by the company, the customer

may face bitter moment which boomerangs against the company."

Eminent personalities from different industries have consented to share their ideas on customer-centric approaches. In addition to that, the event will have a mix of interactive sessions, hands-on experience sessions and well-grounded theory sessions along with some sessions to equip participants with the know-how to build a roadmap to design, deliver and maintain relevant customer experience strategies.