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Custommerce to focus on customer care

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Custommerce, the customer-centric initiative conceived and incubated by Servion Global Solutions, will collate ideas to help companies give utmost importance to customer care.

Speaking on the sidelines of the fifth chapter conclave of Custommerce at Kovalam here recently,

Ramesh Venkateswaran, member of the board of Custommerce, said the coming together of various top level management from different industry segments and sharing ideas on how to

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treat the customer as the most important link in a business has made formulation of strategies aimed at customer satisfaction possible. "Going forward, we plan to work on two premises — collation and distribution of knowledge as well as measuring the magnitude of service delivery," he said.

K Balakrishnan, managing director and CEO, Servion, said

Custommerce's focus was on cross pollination of ideas that will help in reaching out to customers and satisfying their needs.

The platform would build and sustain strategies for a customer-driven economy.

Customer-centric ideas such as incorporating a customer seat on a company's board, including added corporate memberships, building saleable IP, tie-ups with management institutes, focused-follow up of proposals and formation of a youth wing of the platform were deliberated and would be part of the follow-up measures.