

Publication: The Hindu Business Line  
Date: Tuesday, October 7, 2008  
Edition: Chennai  
Page: 5

---

## Back to basics is theme of 'Custommerce' 5th edition

### Our Bureau

Chennai, Oct. 6

Custommerce India Chapter 5 is to be held on October 17 and 18 at the Leela Kempinski Kovalam Beach, Kerala.

Organised by Servion Global Solutions, a provider of customer interaction management solutions, Custommerce is an annual event that works towards identifying challenges facing the customer interaction/customer service industry and provides strategies to achieve a customer-driven economy.

It works on enabling organisations to 'do' better commerce while keeping the customer at the centre of all initiatives.

The company says that the

theme of Chapter 5 is 'Back to Basics'. Despite adopting the best/next generation practices such as managing hype cycles, customer experience statistics, cutting edge technology, customer service differentiators, brand building, people and process investments, customer relationship management, firms may have missed paying attention to the basics, so Custommerce will review what customers really want, and what stops firms from becoming truly customer-centric, it adds.

Internationally acclaimed thought leaders and speakers like eight times world billiards champion Mr Geet Sethi; Mr C.K. Venkatraman, Chief Operating Officer, Tan-

ishq; Mr Sunny Rao, General Manager (ASEAN & India), Nuance Communications; Mr V.K. Madhav Mohan, Management Mentor; and Mr M. Mahadevan, Dubai-based restaurateur, have been invited to lead five tracks, on various issues relating to customer relationships, at Custommerce.

Mr Shiva Subramaniam, former consultant in creative learning and innovation for Tata Consultancy Services, one of the world's few master trainers in Edward de Bono's 'Six Thinking Hats' and 'Lateral Thinking' and mind-mapping techniques will conduct interactive sessions and impart training in new tools for innovation after each track.