

## Customer centric organisations no longer a myth

National Herald | 11 August, 2007

*New Delhi, Aug. 11, 2007:* The Custommerce Panel and Servion Global solutions, a specialist in the customer interaction management domain, announced Custommerce India Chapter 4 – a knowledge sharing and experiential learning event for customer-centric strategies to be held in Hyderabad on August 24 and 25, 2007. Custommerce India Chapter 4 will provide a platform to generate, share knowledge and innovative best practices that will set global benchmarks in the transition of any organisation towards being customer-centric. Cisco, the world wide leader in net working, joins hands with Custommerce as the Platinum Partner.

The two day residential conference will bring together over 150 senior executive from organisations in industries as diverse as banking, BPOs and call/contact centers, financial services, insurance, logistic, manufacturing retail, travel and transport, telecom, government and utilities. Custommerce participants will present, debate, and converge on strategies that will put the customer first in their respective business models.

The event will be hosted under the banner of Customers, India's public interest movement dedicated to customer centricity.

"A few decades ago, customers' primary demands were related to product quality. Once all global competition ultimately surpassed the known quality standards at uniform prices, services became the main differentiator, a competitive advantage and driving force in winning market share. This has again given way to a more holistic approach – customer centricity." says Dr M.B. Athreya, Management Guru and Mentor, Custommerce.

He continues "Times have changed. Customer centric organisations are no longer a myth, they have become a reality. To survive in such an environment, organizations have to re-look at and redesign their customer experience strategies".

Custommerce India Chapter 4 is based on a case study approach to knowledge sharing. Delegates at this event will witness senior management from India's top customer facing organisations present case studies on customer interaction challenges and solutions thereof.

Says Mr Avinash Purwar, V.P. Channels - India & SAARC, Cisco, Platinum Partner for Custommerce India Chapter 4, "as organisations evolve their customer-interaction strategies, it is imperative to have an open, strategic platform to move beyond today's contact center to the next phase of customer contact – a customer interaction network. This extends customer service capabilities across the entire organization, giving businesses a more integrated and collaborative approach to customer satisfaction.

Today, there are technologies available to align the contract center with such business strategic and help ensure unique, personalized service to each customer. We believe that Custommerce is a unique platform to discuss some of these next generation best practices and underlying technologies. We are extremely privileged to be associated with the forum and are confident that this will help organisations create a consistent, world-class customer experience." he said.

Custommerce as a forum is a powerhouse of strategic thinking and application. With the objectives of creating a think tank of knowledge and a set of self governance frameworks, Custommerce will influence customer centric orientation in organistations. Customer centricity is something very close to all our hearts and we are happy to be a part of this movement, said Kuruvilla Markose, Head - HR & Training, E2E SerWizSol and panel member, Custommerce.

Comments Mr Shankaran Nair, President, Servion Global Solutions and Convener, Custommerce  
“Custommerce as a movement has transitioned into a platform 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. Over the years the industry participation has increased, which clearly shows the acceptance of the movement. With the high profile panelists giving direction to the movement, the level of activities and impact will increase”.