

## Customer Centric Organizations no Longer a Myth: Custommerce

TelegraphIndia.com | 09 August, 2007

Hyderabad, Aug. 9, 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 organization towards being Customer-Centric. Cisco, the world wide leader in networking, joins hands with Custommerce as the Platinum Partner.

Set in the conducive ambience of the Marriott Hyderabad, Andhra Pradesh, India, this two day residential conference will bring together over 150 senior executives from organizations in industries as diverse as banking, BPOs and Call/Contact Centers, financial services, insurance, logistics, 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 Custommerce, India's public interest movement dedicated to Customer Centricity. Custommerce was formed with the vision of creating and nurturing a customer experience driven, globally competitive Indian economy. "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, service 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 organizations 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 organizations present case studies on customer interaction challenges and solutions thereof.