

## Customer centricity sought

Business Standard (Internet Edition) | 25 August, 2007

*Chennai/Hyderabad, Aug. 25, 2007:* Management Guru Mrityunjay Athreya here on Friday emphasized the importance of customer interaction management for a customer driven economy.

Speaking at the Custommerce India Chapter 4, he said service to the customer would be the main differentiator in an era where a product was basically a commodity and even brands were getting commoditised and the customer had become an active decider.

Athreya is the mentor of Custommerce (customer plus commerce). A forum for customer centricity. He said 74 per cent of customer leave because of poor service and not because of price or product qualities.

Similarly, 97 per cent of the customers were unhappy with inconsistent service and 64 per cent of the customers switch service provides at least once in a year.

ITC International Business Division chief executive S Sivakumar, who was the chief guest, spoke about how the company's e-Choupal model has been designed to tackle the challenges to unshackle the potential of Indian farmer.

Servion Global managing director and chief executive officer, K Balakrishnan, said over the years Custommerce has grown into movement with thought leaders, practitioners and industrialists anchoring the cause of customer centricity.

### Story Comments

Posted By: 14495 on 25 August, 2007

Customer centricity should be the modern mantra in this world, in all aspect of life. Now the question is, when will the Indian public be given this preference by the so called elected representatives & public servants? – Mohan Thomas.