

Custommerce 2-day meet opens on Sept 16

Our Bureau

Chennai, Sept. 6

The seventh edition of the Custommerce National Convention, 2011 – scheduled for September 15 and 16, will focus on customer experience strategies and how to use them as differentiators.

Custommerce, incubated by Servion Global Solutions, has now been incorporated as a not-for-profit organisation. The newly incorporated 'Custommerce Service Excellence Foundation' has a national focus on service excellence for global competitiveness.

Custommerce is open to all companies and will create a platform to help organisation derive business value from a customer-centric approach, says a release from the company.