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Bangalore, DH News Service:

Custommerce, a movement on customer centricity, on Wednesday announced the release of CINDEX, a measure of customer service experience.

According to Custommerce CINDEX offers Indian businesses and consumers a measure to benchmark quality of service offered by an organisation to its customers. "Our mission is to drive customer interaction management to create customer centric organisation. CINDEX is an initiative that will help us engage closely with the industry and hopefully drive best practices to create more customer centric organisation," said Custommerce Chairman Ramesh Venkateswaran. The forum also conducted a feedback consulting survey focused on measuring consumer experience with services based on customer satisfaction, loyalty, advocacy expectation fulfilment, performance and value for money.

The survey was conducted among 2856 randomly selected mobile users, on services like intra-city public transport (train and bus), savings bank accounts and mobile phone services across 15 cities in India.

"We will evaluate the findings of the survey and work with organisations on possible strategies that will take them a step closer towards becoming truly customer centric organisation," added Venkateswaran.

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