

Custommerce kicks off at Agra today

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REMEMBER the last time you called up to report the loss of your credit card only to be put on an automated voice system at the other end? While the growth in business is making it near impossible for service providers to keep on adding infrastructure on a day-to-day basis, increasing customer requirements and the need to earn customer loyalty for corporate success is making it critical for companies to strike a balance between automation and personalisation of customer service.

With a view to highlight the benefits of improving and enhancing customer response, Servion Global Solutions is organising 'Custommerce', a forum dedicated for customer centricity where thought leaders and senior business executives would converge to generate insights into the different facets of customer interaction.

The two-day event, which kicks off tomorrow at Agra, will focus on the theme - 'Strategies for a customer driven economy'.

"With growth in business, it is impossible for organisations to keep adding infrastructure to handle calls, and hence the role of automated customer services comes into effect. At the same time, customers complain that they are not getting personalised service from organisations. During the event, we would be looking at issues including how companies can strike a balance between automation and personalisation of customer service," said Mr K. Balakrishnan, Managing Director and CEO of Servion Global Solutions.

As an example, he said, while services such as providing details of account balance to customers could be automated, crucial areas of customer service interaction including reporting lost credit cards probably need to be personalised.

This year, Servion is promoting Custommerce with its mentor, Dr. M.B. Athreya, Nasscom as industry partner, and Avaya Global Connect as platinum sponsor.

The event is expected to see the participation of companies across telecom, banking, pharmaceutical, and retail sectors.