

Custommerce panel formed

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New Delhi, Dec. 14, 2006: Management Guru, M. B. Athreya, announced on Thursday the formation of a panel for Custommerce, a forum dedicated to customer centricity. Derived from a combination of the words `customer' and `commerce', Custommerce is conceived and incubated by Servion Global Solutions, a specialist in the Customer Interaction Management space. Custommerce was formed with an objective to enhance the face of customer service in India.