

Custommerce panel formed

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New Delhi, Dec. 13: Management Guru, Mr. 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.

The Custommerce panel comprises Mr. C.N. Ram, Head, Information Technology, HDFC Bank, Mr. Jehangir Ardeshir, President, Business Improvement, TTSL, Mr. Kapil Dev Singh, Country Manager, IDC, Mr. Kuruvilla Markose, Head of HR and Training, E2E SerWiz-Sol, Mr. Lakshmi Narayan, President & CEO, Cognizant Technologies, Mr. R. Muralidharan, General Manager, ICICI Bank, and Mr. Ramesh Venkateswaran, Managing Director, Almak Management Services.

The objective of conducting Custommerce is to highlight the benefits organisations can gain by improving and enhancing customer response, a statement issued by the forum said. The forum attempts to identify challenges faced in customer interaction and provides possible strategies to achieve a customer-driven economy.