

Custommerce to focus on customer management

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Mr Niru Mehta, CEO, Avaya GlobalConnect, flanked by Mr K. Balakrishnan, CEO & Managing Director, Servion Global Solutions (right), and Dr M.B. Athreya, management guru and visiting professor at the London Business School, at a press conference in the Capital on Monday. — Ramesh Sharma

New Delhi, Sept. 19 THOUGHT leaders and senior business executives from various industries would converge to debate issues relating to customer interaction and evolve customer management strategies at the upcoming - Custommerce - scheduled to be held on October 7-8 at Agra.

Promoted by Servion Global Solutions, a provider of customer interaction management solutions, the event would bring together business executives across India, South Asia and Asia Pacific region.

The objective of conducting Custommerce is to highlight the benefits that organisation can gain by improving and enhancing customer response.

"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. On the other hand, customers complain that they are not getting personalised service from organisations. During the event, we would be looking at issues like how do companies strike a balance between automation and personalisation of customer service," Mr K. Balakrishnan, Managing Director and CEO of Servion Global Solutions, said at a news conference here.

Citing 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 needed to be personalised. The event is expected to see the participation of companies across telecom, banking, pharmaceutical and retail space.

This year the central theme of the event would be - 'Strategies for a customer driven economy'. Dr M.B. Athreya, a pioneer of the management movement in the country, would be the mentor for the event while Nasscom would be the industry partner. Avaya Global Connect would be the platinum sponsor for the event.

Custommerce, is aimed at encouraging customer-centric thinking and brings together technology providers and services providers.