

## 'Custommerce will take a customer-centric approach'. Fourth edition to be launched on Aug 24

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*Hyderabad, Aug. 10, 2007:* Custommerce India, an initiative incubated by Servion Global Solutions aims at evolving into an association that works for improving customer-centric approach in companies and organisations.

“We are expecting a membership of 6,000 companies representing a variety of sectors and services. Along with these, ancillary companies too would join,” said Mr G. Shankaran Nair President (Corporate Strategy) of Servion Global Solutions.

Addressing a press conference here on Thursday, he said the association would formally launch the membership in the upcoming edition of Custommerce in Hyderabad. The fourth edition would be held on August 24 and 25.

“During the licence era, products were sold and there was not much option for customer. But the liberalisation has changed it all. Things are being bought, bringing the customer to the forefront,” said Dr Mrityunjay Athreya, Mentor of Custommerce.

In order to cope with the new buying patterns and the way people look at service providers, companies need to invest and build mechanisms to improve customer relation management.

Mr Kuruvilla Markose, senior Vice-President (Human Resources and Training) of SerWizSol (a Tata group company), said the upcoming conference would discuss the significant issues faced by the businesses vis-à-vis customer satisfaction and aspects involved in building an enabling ecology within the organisations in this regard.