

## Enterprises focusing on customer service

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Hyderabad, Aug. 25, 2007: Enhanced customer interaction had become important for enterprises with business models changing constantly, management expert Mrityunjay B. Athreya said here on Friday. Athreya is the mentor of Custommerce (customer plus commerce), a forum for customer centricity. He said 74 percent of customers leave because of poor service and not because of price or product qualities. Similarly, 97 per cent of the customers were unhappy with inconsistent service and 64 per cent of the customers switch service providers at least once in a year.

Addressing 'Customerce-2007" here, he said customer interaction management was also undergoing a paradigm shift and the Indian enterprises were investing heavily for capacity building.

### Reliance Example

In this context, he cited the example of Reliance Industries which planned to invest Rs. 1 lakh crores in five years.

Referring to the phenomenal growth in telecom sector, he said the Indian market was coming out of 'licence Raj'.

### Innovation vital

Dr. Athreya, Mentor for Customer Movement, said the objective was to innovate for providing better service to customers based on their sensitivity and feedback.

Managing Director and CEO of Servion Global K Balakrishnan and others also spoke.