

Servion to partner NASSCOM to sponsor customer event

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Chennai, December 30, 2006: Servion Global Solutions' Custommerce, a forum dedicated to create awareness about customer centricity, is in talks with NASSCOM to partner for an annual event in February.

The primary objective of such events is to create a customer interaction management (CIM) movement that keeps the customer in focus, said management guru Mrityunjay Athreya, the mentor of the forum. These occasions will help conduct industry-level, sector-specific activities to spread awareness about CIM, he added.

The forum is named Custommerce to emphasise the role customers play in commerce, Athreya said. "Recently, Custommerce formed a panel consisting seven industry heads including Lakshmi Narayanan, president and CEO, Cognizant Technology Solutions, C N Ram, head information technology, HDFC Bank, and Kapil Dev Singh, country manager IDC.

The panelists will be a think tank to drive best and next practices in CIM to evolves a self assessment and self-governance mechanism for companies," he said.

To attain long-term and sustainable growth, top management of companies should urge on establishing customer-centric environments, he said.

Customer services improvement should happen at three levels: at a macro level, where businesses become customer-driven rather than management-driven; at a cultural level, where customer centricity is practised as value within companies, and at processes level where systems such as SIM are used, he said.

Forums such as Custommerce are significant because most customers base their opinion of a company based on their contact center experience, he said.

Dissatisfied customers immediately switch brands, which has led to an all-time high churn rate of 35% an annum, he added.