

Catalyst

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Newsletter from
Customer Service Excellence Foundation

Customer Service Excellence Foundation is a not-for-profit organization striving to create a customer experience driven, globally competitive Indian economy.

Conceived and Incubated by Servion Global Solutions Ltd.

Patron Member : **TITAN Industries Ltd.**

The Customer National Convention 2011

In a marketplace crowded with brands that are boringly similar in terms of pricing, features and brand value, customers are constantly looking for compelling differentiators to buy a product. In this scenario, customer experience can be the key determinant for a buying decision or even building loyalty. The Customer National Convention 2011, dealt with Customer Experience Strategies and how to use them as strategic differentiators. Hosted on the 15th and 16th of September at Hyatt Regency in Chennai, India the convention closely examined 'Customer Experience Matters' and addressed it from three different perspectives.

- Creating / building a customer experience strategy
- Delivering a customer experience strategy
People (employees), process and technology
- Maintaining (sustaining) a customer experience strategy

Industry thought-leaders and practitioners who have successfully built and delivered world class customer experience programs and strategies were invited to anchor these sessions. It presented a rare opportunity to get new insights, learn new strategies and explore fresh thinking on customer experience.

The convention started with the welcome address by K. Balakrishnan, Director - Customer and opening



The Q & A session being handled by Prakash Shukla, Lori Bocklund and Ronald Battista. Anchored by Ramesh Venkateswaran.



Scott Munro

remarks from R. Muralidharan, Vice Chairman - Custommerce.

Scott Munro, VP CRM Product Management, CDC Software, in his keynote address, said that the key criteria for a 5-star customer experience is people, processes and technology working in unison. He stressed that everyone is responsible for customer experience - sales & support, back-office administration, information technology and marketing.

In his presentation 'Customer Service Trends & Contact Centre Strategy', Francois Lancon, President Asia Pacific, Avaya, said that demographics are transforming service delivery - most customers prefer alternate methods of contact - web chat, web self-service, text etc. He added that contact centres of the future call for end-to-end personalized experience management.

Ronald Battista, ED - Experience Design, MISI Company Inc. in his presentation 'Creating a customer experience strategy', said that increased global competition in most verticals adds more credence to the widely held belief that customer satisfaction isn't sufficient - it's about loyalty. And that each customer is the ultimate boss - and that they can fire you. He added that customer experience is a new way of doing business - a fundamental change to how you do go-to-market. He further added that customer experience must align the business, customer and employees needs to ensure success - the experience of both customers and employees must be aligned to the business goals.

Lori Bocklund, Founder & President Strategic Contact Inc. in her address 'Delivering a customer experience strategy', suggested use of all "channels" in customer experience - the need to be in tune to all the channels a company uses with a focus on preferences and fit to



Francois Lancon



Participants



Participants group photo

determine appropriate channels. She emphasised the importance of a company to speak in “one voice” though the customer may approach the company simultaneously through multi-channels.

'Maintaining a customer experience strategy' by Prakash Shukla, VP & CIO, Taj Group of Hotels said that a customer experience strategy should deliver a differentiated personalized consistent customer experience to maintain customer loyalty - above and beyond customer expectations. He highlighted the TATA Group's employee-first culture and the enormous training both on skills and attitudes which go a long way in inculcating the customer-centric work culture. He talked about the 46 touch points during pre-booking, check-in/check-out and stay and the need to understand the unique processes and training which go with them.

The speaker sessions were followed with Group Discussions in smaller groups to deliberate about

“Delivering Customer Experience Strategy”. The participants discussed and shared their thoughts on channel trends, ways of optimizing the customer experience, key initiatives the companies can undertake and the challenges ahead. The event had its fun element too when the executives were divided into smaller teams and made to prepare a theme based salad based on various customer emotions like joy, anger, despair, hate, etc. It gave an excellent opportunity for the participants to get to know each other.

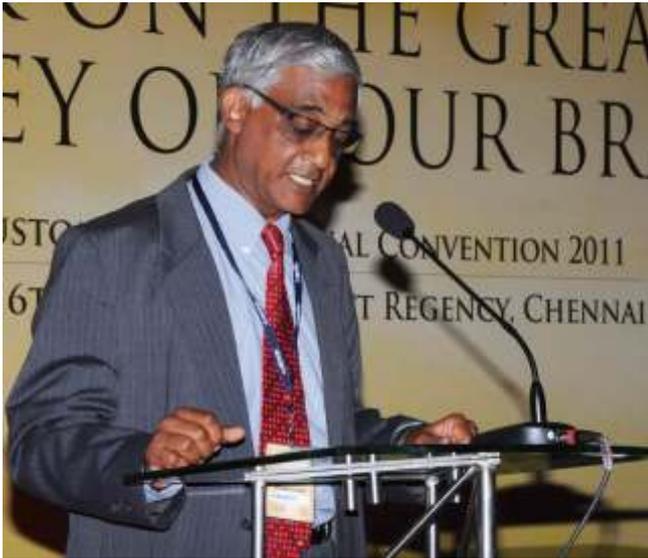
Custommerce is thankful to the Gold Sponsor, AVAYA and the Silver Sponsor, CDC Software for supporting this event. Custommerce is happy to note that more than 100 executives participated in the event and actively took part in the proceedings. Thank you companies. Thank you participants.

The Convention concluded with vote of thanks by Ramesh Venkateswaran, Chairman - Custommerce.



Cook-off competition

An Invitation from the Chairman



During the vote of thanks at The National Convention 2011, Ramesh Venkateswaran, Chairman - Custommerce invited the participants from the various companies to become Corporate Members of Custommerce Services Excellence Foundation and strengthen the partnership towards Service Excellence. This will give an opportunity for the companies to not only benefit from this moment but also help other companies reach this goal.

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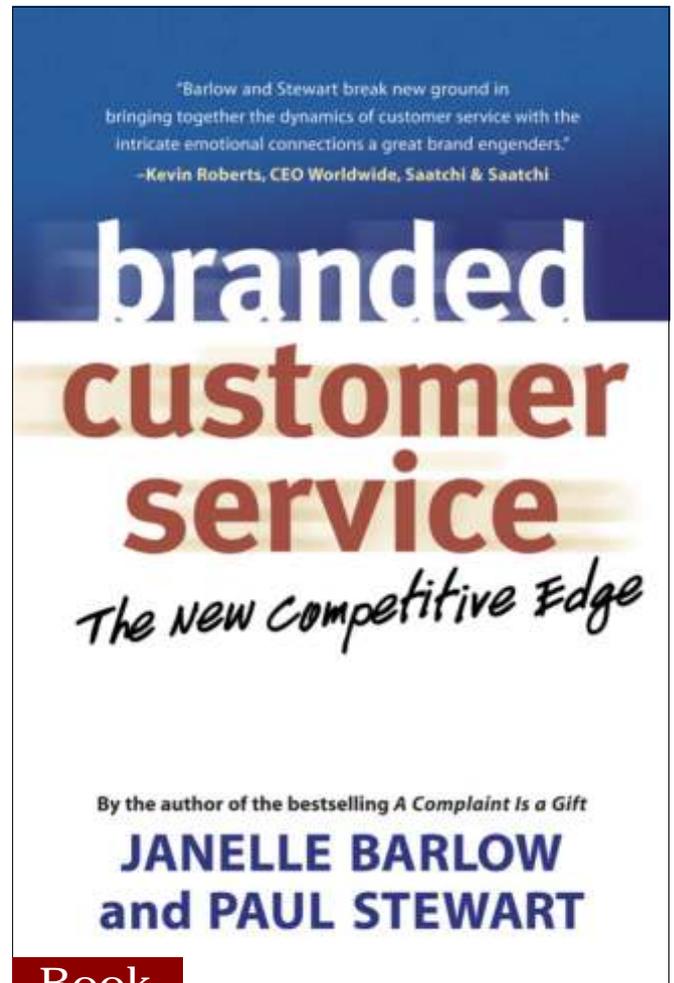
Customer Experience

From Wikipedia

Customer Experience (CX) is the sum of all experiences a customer has with a supplier of goods or services, over the duration of their relationship with that supplier. From awareness, discovery, attraction, interaction, purchase, use, cultivation and advocacy.

It is a customer journey which makes the customer feel happy, satisfy, justify, with a sense of being respected, served and cared, according to his/her expectation or standard, start from first contact and through the whole relationship.

http://en.wikipedia.org/wiki/Customer_experience



Book
Choice

Publisher: Tata McGraw-Hill
www.tatamcgrawhill.com

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Catalyst for Service Excellence

To access the slides of the various speakers in The National Convention 2011, use the following links

http://www.custommerce.org/downloads/events/custommerce_scott_munro.pdf

http://www.custommerce.org/downloads/events/custommerce_francois_lancos.pdf

http://www.custommerce.org/downloads/events/custommerce_ronald_battista.pdf

http://www.custommerce.org/downloads/events/custommerce_lori_bocklund.pdf

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