

CX Strategy according to Multichoice, Hollard, African Bank, FNB, ABSA, Comair, Uber and many more

By [Jacqui E'Silva](#), issued by [Corinium Global Intelligence](#)

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Corinium Global Intelligence announced that it will be hosting an all-encompassing event, *Customer 360 Africa 2019*, that will cover all aspects of the entire customer experience journey. It has recruited a wide range of industry leaders set to share their experience and knowledge with attending delegates.



The event will bring together 45+ passionate customer-centric professionals over three days of interactive knowledge sharing. Attending delegates will be privy to over 30 case studies, six panel discussions and three keynote speakers. These sessions will cover topics such as; how does one prepare for the customer centric revolution, what does the role of CCO look like in SA, GDPR & POPIA's impact on delivering exceptional customer experience, how does one define the value of insights, unlocking the power of CX through employee engagement, the importance of Voice of the Employee, how data and AI are used to optimise customer experience, UX and the online frictionless experience and much more.

Companies already participating include; MultiChoice, Hollard Insurance, African Bank, FNB Wealth & Investments, ABSA, Comair, Uber, Old Mutual, Alexander Forbes, Pepsi Co., Wesbank, King Price Insurance, Kenya Airways, AIG SA, Sasol, Ubank, Nedbank, University of the Witwatersrand, Joshua Knight, Edcon, Discovery Health, Telesure, Direct Axis, SA Taxi, Orin Hanrahan, Airports Company of South Africa, Momentum Digital, Netflorist, Anheuser-Busch Inbev, Hippo.co.za.

The event also features a separately bookable dinner workshop that will cover AI, IoT, Analytics, Blockchain and Cloud and the role they play in creating a human-centred customer experience. There will also be a pre-event masterclass day with two separately bookable workshops on Customer Journey Mapping and Design Thinking.

About Customer 360 Africa 2019

This event is for everyone who is involved in the customer journey. This event will investigate ways in which organisations are currently succeeding within their entire customer experience through the presentation of actual case studies. This will provide you with a 360 degree view of your client and assist you with everything from deciding what to implement, implementation all the way through measurement. It will assist you to future proof your business in today's competitive CX battleground. For more information, please visit <http://www.customer360africa.com>

About Corinium Global Intelligence

Corinium is the world's largest community designed to inspire and support the emerging C-Suite executives focused on Data, Analytics, Customer and Digital Innovation. We're excited by the incredible pace of innovation and disruption in today's digital landscape. That's why we produce conferences, private events and timely content that connect you to what's next and help you to lead your company into this new paradigm. For more information, please visit:

<https://www.coriniumintelligence.com/>

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