

Two-day summit on customer experience management

The invitation-only two-day [Customer Experience Management \(CEM\) Africa Summit](#), hosted by Kinetic Events, will be held in Cape Town at 15 on Orange from 2-3 August 2012. Alan Winde, minister for Finance, Economic Development and Tourism in the Western Cape will open the summit.



The summit will cover from first contact customer communication processes through to the point of purchase, amalgamating human touch with technological innovation.

Other African thought leaders include Gareth Pritchard, CEO of Business Process Outsourcing South Africa and Alastair Tempest, COO of the Direct Marketing Association of South Africa.

The summit will feature interactive discussions, networking receptions, assisted business meetings and expert-led workshops to explore technological advances currently available, to assist in adopting key customer experience techniques to differentiate brands and to identify and understand the different concepts of CEM for sustainability, growth, profit and sales efficiencies.

"An engaging experience"

Shannon Mackrill of Kinetic Events says, "Customers are not just looking forward to a relationship with any brand; they are also looking for an engaging experience. CEM captures what a customer already knows about a company and uses that information for future predictions to meet expectations and better experiences, ensuring customer retention, growth and profitability.

"Customers have more than one option when it comes to products or services. Any product or service is as good as its competitor, but what sets them apart is the customer experience with the brand as well as the offering. CEM targets those interactions and focuses on influencing customer behaviour."

For more, go to www.cemaficasummit.com.

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