

CEM Summit develops 'Four Key Tracks' agenda

The CEM Africa Summit team has developed an agenda featuring 'Four Key Tracks', bringing organisations closer to their customers through topics including 'Connecting With Your Customer, Smart Data and Customer Analytics, Customer Service Staff and the Customer Experience, and Sustainable CEM'.



The 4th Customer Experience Africa Summit will take place from 22-23 July 2015 at the Westin Cape Town and will offer an educational conference programme, technology workshops, networking opportunities and cocktail functions.

The summit will deliver an extensively researched and expertly developed agenda focusing on CEM challenges faced by all scopes of business, including the upgrading of current CX systems. It features comprehensive 60-minute workshops led by leading solution providers in case study format. Attendees will gain invaluable hands-on industry knowledge, hearing from customer experience experts including event silver sponsor IQ Business.

The team from IQ Business will present a topical workshop aimed at assisting businesses and industry professionals in getting started on an 'Outside In Journey' where they will take a closer look at what a successful customer outcome is.

The workshop promises to deliver with an introduction to the CEMMethod, providing the basics and a quick and simple tool that one can apply straight away. Rather than trying to ask one's customers what they want, this tool applies *Outside In* thinking, guiding one to define and better understand one's customer and their real needs - and identify a measurable successful customer outcome. Come and experience the power and simplicity of this approach - it is an essential building block for anyone interested in improving customer experience.

Speakers

- Alastair Tempest, COO, Direct Marketing Association of South Africa (DMASA)
- Chantel Botha from BrandLove
- Demetri Qually, Mayoral Committee Member, City of Cape Town
- Franz Hirschberg, IT Director - Sub Saharan Africa, Pernod Ricard.
- Ica van Eeden, Chief Customer Officer for Shared Service Africa Division, Barclays
- Jean Ochse, Executive Head of Customer Experience, Standard Bank
- Marnitz van Heerden, Manager: Group Customer Centricity, Hollard Insurance
- Nicholas Barenblatt, Group Marketing Manager, Protea Hospitality Group;
- Sam Sabbagh, Head of Customer Service, Yuppiechef

Sponsors and partners include IQ Business, Cornastone, eGain, Salesforce, Anana, Genesys, 25am and Oracle, Interactive Intelligence Inc., Bazaarvoice, Kofax®, IQ Business, and Service Systems. For more information, go to www.cemaficasummit.com.