

# Enhancing CEM through ICT solutions

The [Customer Experience Management Africa Summit](#), hosted by Kinetic Events, to be held in Cape Town, South Africa, on 2-3 August 2012 will bring together Africa's industry leaders and provide a platform to build relationships, share ideas and most importantly, to do business.



Customer experience management defines the importance of operations and processes focusing on the individual needs of the customer. More organisations are focusing on the importance of this experience; to improve customer experiences with strategy, interpretation of technology, business process models, brand management and CEO commitment for customer retention, growth and profitability by recognising the vital aspects of the complete experience offered to their clients.

Alan Winde, minister for finance, economic development and tourism in the Western Cape will open the two-day summit that covers elements from first contact customer communication processes through to the point of purchase; with the amalgamation of the human touch with technological innovation.

Network with Africa's thought leaders in the industry, including Gareth Pritchard, CEO of Business Process Outsourcing South Africa and Alastair Tempest, COO of the Direct Marketing Association of South Africa.

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

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, and 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.cemafिकासummit.com](http://www.cemafिकासummit.com).

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