

# Customer Experience Best Practice features Frost & Sullivan keynote speaker

Gareth Mellon, Frost & Sullivan ICT programme manager, will be a key speaker at the complimentary event, Customer Experience Best Practice, hosted by customer service specialists, INOVO and Presence Technology in Cape Town and Johannesburg.



Gareth Mellon

Customer experience is the current buzzword and these two industry leaders in the contact centre space, along with global growth partnership and advisory firm, Frost & Sullivan, will be providing fresh insight on this topic.

Due to the complexity of reconciling the customer experience across traditional and emerging customer contact channels, creating a seamless and positive customer journey is one of the greatest challenges facing businesses today.

With this in mind, the event will address:

- The current view of the SA contact centre market, along with developments and trends
- Examples of customer experience best practice
- How to provide a seamless customer journey
- Understanding the role of the contact centre in the customer journey
- Practical ways to drive customer experience improvements

Companies that wish to improve their customer experience, update existing solutions, or implement new solutions, will be attending the event to explore what options would most suit their requirements and benefit their customers.

Araceli Aranda, Presence Technology CEO, says, "We are looking forward to sharing our collective knowledge at our events in Cape Town on 7 June and in Johannesburg on 9 June 2016. Frost & Sullivan's market intelligence OR analyses,

in addition to some of the practical insights offered by our partner, INOVO, will prove to be invaluable to any business that wants to improve its customer experience.”

Wynand Smit, CEO at INOVO adds, “Great customer experiences cannot be built without the appropriate technology, operational knowledge and relevant research insights. We aim to bring these together in one session to offer businesses a holistic view of how their collective interactions impact on brand and company perception.”

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