

## Cell C appoints brand agency for customer experience

Cell C has appointed The Fearless Executive as its brand agency for customer experience, it was announced this week. “One of our key priority areas at Cell C is customer experience” says Vanda Harries, Cell C executive for consumer marketing. “This focus is rooted in our belief that, in an age where the consumer has more choice of suitable products and services, the only differentiator is how they feel about and experience your brand. We chose The Fearless Executive based on their proven track record as a brand implementation agency.”

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