

132: VMA Group, customer experience and #campaign4change

On Thursday, 28 May 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizWazza](#)) was joined by Daniel Munslow ([@munslowd](#)), Principal Consultant, VMA Group Africa ([@VMAGroup](#)) to find out more about the company, the recent expansion into Africa with the opening of the Johannesburg office and what you need to know about recruitment and communications training in the current work environment.



We also take a look at the soon to be released research results and what communications managers are saying and looking for in Africa.

[Check out the VMA Group here.](#)

We were also joined via telephone by Kevin Lourens, Chief Growth Officer NATIVE VML and we took a look at a recent article published by Kevin titled "*The truths about creating an exceptional customer experience*". We talk through the five truths highlighted in the article, namely:

- Truth number 1 - Marketing is back
- Truth number 2 - Marketing is a driver
- Truth number 3 - Customer experience is an attitude, not a department
- Truth number 4 - The customer journey is integrated (omni channel)
- Truth number 5 - Digital is the centre point

We talk through these points and look at customer service from an agency and brand point of view.

[Check out Native here.](#)

We were also joined via telephone by Thera Van't Hof ([@thera_vanthof](#)), Senior Brand Manager for RayBan and Luxottica SA to find out more about RayBans new communication campaign, NEVER HIDE - #Campaign4change. We look at the campaign, the creative as well as how you can get involved and stand a chance to win awesome prizes and see your creative flighted in Time Square New York in person.

[Check out the NEVER Hide - #campaign4change here.](#)

Make sure you listen to the most recent podcast of the show, which airs every Thursday from 9am to 10am, streamed live via [2oceansVibe Radio](#).

The news roundup:

- [Featured Job: Digital Traffic Manager](#)
- [\[Behind the Selfie\] with... Kyle Hauptfleisch](#)
- [You're not buying my opinion](#)
- [Choosing the right content marketing channels \(Part 2\)](#)
- [Exposed: Today's biggest market research sampling practice flaws](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding

([@bizwazza](#)) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (106MB) or [listen](#) to the podcast (58:02min).

Episode 133: VMA Group expansion, Exceptional Customer Experience and RayBan #campaign4change

Date: 21 May 2015 **Length:** 58:02min **File size:** 106MB **Host:** Warren Harding



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