

The social customer service trend and other tech-enabled inventions - 28 Sep 2015

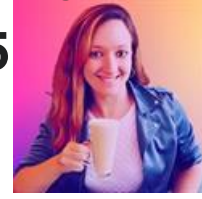
BY [LEIGH ANDREWS](#)

This week, Louise Marsland writes about some of her [favourite new inventions](#) in today's digital-enabled time in her latest [TrendTalk] column. One of these is the Wize Mirror, which can diagnose what's wrong with your body through facial analysis.

Andrew Felbert also shares the [social customer service story](#) over the past few years, from reach to resolution. Social customer service has become a widely accepted requirement of doing business globally. Africa is following the same trend but with audience size and habit differentials that slow the adoption, he says.

And Isobar is extending its global footprint with a [new office based in Nairobi](#), thus extending its global footprint to over 45 markets. It comes in response to an increased demand for digital expertise and services in the region and builds on Global CEO Jean Lin's strategy in continuing to build Isobar in key emerging markets as well as established markets.

Leigh Andrews



Andrews was on the inaugural Marketer of the Year

(MOTY) jury for the 2019 [Marketing Achievement Awards](#) (MAA) as well as an #Inspiring50 2018 nominee herself, and judged over 500 entries for the most recent [Epica Awards](#) - the only creative prize awarded by journalists working for marketing and communications magazines around the world. She's also serving on the IAB (SA)'s #Bookmarks2020 Publisher panel.

Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, this is an almost 24/7 role that involves keeping one eye on your inbox with the other on your social media feed, to write breaking news stories and interviewing key people in the B2B space.

All made easier by 15 years of working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's media, marketing and PR publications.

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