

# Retail industry CX strategy for 2019

What is your CX strategy for 2019?

How do you prepare for the customer-centric revolution?

What does the role of CCO look like in SA?

How do you stand out from your competitors?

How does GDPR and POPIA impact on delivering exceptional customer experience?

Issued by [Corinium Global Intelligence](#) 5 Feb 2019



[Customer 360 Africa](#), happening on 16-18 April in Johannesburg, is an all-encompassing event that will cover all aspects the entire customer experience journey.

The event will bring together 45+ passionate customer-centric professionals over three days of interactive knowledge sharing. Attending delegates will be privy to over 30 case studies, six panel discussions and three keynote speakers.

**The event has a strong focus on burning issues that are being faced by the retail industry – come and hear from Pepsi Co., MultiChoice, Edcon, SA Taxi, Uber, Netflorist.**

The event also features a separately bookable Dinner Workshop that will cover AI, IoT, Analytics, Blockchain and Cloud a the role they play in creating a human-centred customer experience.

There will also be a pre-event masterclass day with two separately bookable workshops on Customer Journey Mapping an Design Thinking.



## About Customer 360 Africa 2019

This is Corinium Global Intelligences inaugural Middle East and African focused event for all who are involved in the customer journey. This event will investigate ways in which organisations are currently succeeding within their entire customer experience through the presentation of actual case studies. This will provide you with a 360-degree view of your client and assist you with everything from deciding what to implement, implementation all the way through measurement. T event will assist you in future-proofing your business in today's competitive CX battleground... For more information, pleas visit <http://www.customer360africa.com>.

## Contact

To learn more about this exciting gathering, please contact

Jacqui E'Silva

Corinium Global Intelligence

Office: 079 196 6300

[Jacqui.esilva@coriniumintel.com](mailto:Jacqui.esilva@coriniumintel.com)

For more, visit: <https://www.bizcommunity.com>