

Customer Experience Management Summit returns to Cap Town

The sixth Customer Experience (CX) Management Summit in Africa, taking place 16-17 August 2017 at the Century City Conference Centre in Cape Town, will explore current and future state of CX to strengthen the industry within the African continent



Image supplied.

The platform for the sharing of ideas and the development of the CX industry has grown exponentially, already showing a 35% increase in attendees on 2016's event.

With swift advancements in technology, industries need to be innovative and flexible to changes within the CX ecosystem. The summit provides a platform for like-minded CX professionals to display their extensive industry knowledge as well as solutions to shape consumers' perception of brands in an authentic and relevant manner. With over 50 speakers presenting informative and educational workshops and keynotes, the event promises to provide invaluable insider knowledge into every aspect involved in creating an exceptional customer experience.

“Customer Experience is a rapidly growing discipline and profession across the African continent. From Ghana to Kenya; Namibia to Malawi; Tanzania to Botswana; Nigeria to South Africa; marketing, service and customer experience professionals are educating, influencing and inspiring organisations across multiple industries to understand the need to transform and improve customer experiences,” says advisory panellist Ian Golding, customer experience consultant from the UK.

Four speaker tracks

The CEM Africa Summit agenda will explore four key topical tracks: The Influence of Advancing Technology; Redesigning the Customer Journey; Internal Changes for Positive Experiences; and Understanding the Customer.

Speakers include CX thought-leaders such as Sven Schoof, head of customer experience at Spree; Phakiso Tlali, director, customer experience at Gauteng provincial government; Graham Stephen, chief

commercial officer at Wonga; Julio Hernandez, global customer lead at KPMG; and Khomotso Molabe, executive and head: client experience transformation at Standard Bank.

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The advisory panel includes Prof. Adré Schreuder, CEO and founder, Consulta & SAcSi; Iain Meaker, executive manager – commercial distribution, Comair; Ica Van Eeden, former head of customer service and experience, Takealot; Ian Golding, certified customer experience professional; and Shep Hyken, Customer Service Expert.

Awards added

Kinetic will be hosting the inaugural Customer Experience Africa Awards on the evening of 15 August 2017 at the Century City Conference Centre. This gala evening, preceding the summit, will recognise influential brands, celebrating and promoting the highest level of customer experience in Africa.

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