



experience strategy."

## CX professionals

The 2018 CEM Africa Summit will once again partner with the Customer Experience Professionals Association (CXPA), the global professional body overseeing the CX profession. CXPA CEO, Diane Magers will open this years' conference and host a series of workshops at the event.



CRM, CX, UX

#CEMAfrica2017: Embracing a CX 'citizen first' strategy in government

Louise Marsland 18 Aug 2017



Commenting on the theme of the conference and the importance of being able to extract value from data, Magers said, "It is definitely a challenging competency for organisations in general. But, CX professionals are in the unique position to bring together the data and understand the right problem to solve using design thinking and insight generation techniques. It is teaching the organisation what the data means and, not only what they can do with it (with a CX professionals guidance), but also why it is important to leverage the information."

She continued: "It's incumbent on CX practitioners, analysts and business units to work closely to discover the right opportunities from across the enterprise based on the customer's journey and present a credible and cohesive picture of insights, the holistic solution approach and the results."



CRM, CX, UX

#CEMAfrica2017: "Be an experience business or be out of business" - Adobe

Leigh Andrews 17 Aug 2017



The CEM Africa Summit, which is regarded as a world class CX event that competes on a global scale, will feature industry leaders from organisations such as AIG Insurance, Old Mutual, ABSA, Travel Start, Uber, Multichoice, Oracle and many more. The platform for sharing best practice in keynote presentations and the open debate on key challenges in the panel discussions provide a diverse and rich source of information.

With more than 40 workshops that are graded from beginner to advanced, CX practitioners across all levels of maturity are able to gain detailed insight and practical advice around technology, research and case study material from organizations that are leading the way within the customer experience industry.



CRM, CX, UX

Customer Experience Africa Awards launched

5 Apr 2017

