

Marketing or the CCO: Who should be responsible for customer experience in South Africa?

Issued by [Corinium Global Intelligence](#)

11 Mar 2019

Organisations have started to realise the value and importance of customer experience within their businesses. It's important to have the right mix of people, data, systems, processes and services to deliver exceptional customer experiences.



Improved customer satisfaction and retention, increased sales and lower operating and customer acquisition costs can be the result of being truly customer centric.

What is not clear is where the role of marketing and brand management start and end.

It is being asked if this is a job for the CCO (Chief Customer Officer) or should it be housed elsewhere within the organisation?

At *Customer 360 Africa* you can hear from Alexander Forbes, African Bank, Ubank and Netflorist as they discuss this topic in the panel discussion on 17 April.

Customer 360 Africa 2019 is the only all-inclusive event focused on the entire CX Journey. You won't find this information anywhere else!

Customer 360 Africa 2019 is designed to provide you with information on:

- Where does marketing end and customer experience management take over?
- What are the global trends in customer experience?
- Design thinking for exceptional CX delivery.
- The customer centric revolution - How do you prepare?
- What are the drivers of B2B customer experience success and how do they fight for attention against the myriad other corporate priorities?
- How does one define the value of insights and how will they become the competitive advantage of the future?
How AI can power customer experience: Insight within the African context.
- 30+ Case Studies
- Plus much more...
- [View the full agenda here](#)



REGISTER NOW

#Customer360Africa

More than 45 industry experts

We have recruited more than **45 industry experts** to assist in finding out the answers to this and many other pressing questions. You will have their expertise at your fingertips over a course of **three days with information** being shared through interactive panel discussions, workshops and presentations. You will also be given ample time to network with your peers and establish business connections. [Have a look at all of the speakers here.](#)

30+ case studies

You will gain invaluable insights from organisations like: Old Mutual, Pepsi Co., MultiChoice, Wesbank, African Bank, King Price Insurance, Kenya Airways, Hollard Insurance, Sasol, Comair, Alexander Forbes Empower, Ubank, Nedbank, University of the Witwatersrand, Edcon, ABSA, Discovery Health, Direct Axis, Airports Company of South Africa, Momentum Digital and much more.

You cannot afford to miss this information-packed event. [Book your seat here so you don't miss out.](#)

www.customer360africa.com

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