

The CX Group seals new African partnership with BP Group

BP Group has announced its official partnership with The CX Group based in South Africa. The CX Group's founder and chief experience officer, Yugeshree Frylinck, confirmed that they have signed the partnership deal with BP Group to serve customers in Africa seeking to grow their customer experience and process management competencies.

The group offers training and consultancy services delivered by a team of CX consultants acknowledged as specialists in customer experience and realignment to meet the challenges of the 21st century.

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