

Customer Xperience
Taking the lead
in to the
eXperience
Economy



CUSTOMER SERVICE CONFERENCE 2017

As one of the tools to conscientize the Zambian corporate community about customer service issues the ZICM holds a Customer Service Conference annually during the Customer Service Week.

The growing demand to accelerate innovation in advancing customer service delivery is crucial in today's fast-paced and Experience economy. That complexity is generating the urgency in crafting long-term programs to enable organizations to manipulate the Customers' Experience for building lasting and profitable relationships with their customers. Fortunately, new ways and technology to apply customer analytics, KPI strategies and multiple modes of communication are changing how companies engage and interact with customers. Customer Experience emerges as not only a key differentiator between companies but is also fast becoming an invaluable tool to capture new markets and retain customers. If Customer Experience strategies are deliberately infused into a business, the return on such a strategy will be very high.

ZICM is pleased to host this conference to discuss customer experience and its effects in any business as well as latest issues, standards, global best practices and trends related to the field of customer service and service delivery.

Please contact us for more details.

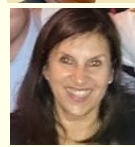
Radisson Blu Hotel, Lusaka
5 & 6 October 2017
4000/Delegate

Membership and Bulk Discounts Apply. **20% Early Bird Discount for payments made before September 2017.**

Key Note Speakers



Guest Of Honour
Hon. Margaret Mwanakatwe
Ministry of Commerce, Trade & Industry, **Zambia**



Dr Ricky Harris
Chief Executive
Chartered Institute of Customer Management, **South Africa**



Alex Idrees
Director - International Business
Customer Service Institute of America, **USA**



Dr Girish Nuckchady
Consultant & Trainer
Lifetime Learning, **Mauritius**

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