

# CHIEF CUSTOMER OFFICER FORUM



# ARE YOU THE LONE VOICE OF THE CUSTOMER?

Providing world-class customer service is not an easy task. It's a complex and demanding role with constantly changing targets and objectives. Yet, despite their criticality to the business, many executives responsible for customer operations find themselves isolated – the lone advocate for the voice of the customer in their organisation. This isolation prevents many executives from getting the most out of the experience of others in a similar position to them in other organisations.

## TAKE THE TEST...

Ask yourself: are you reducing unit costs without cutting customer satisfaction? Are you applying best practice in customer service in other industries and other countries? Are you getting value for money from your technology, your staff and your customer data? Is your organisation fast and simple to buy from and deal with? Is customer experience 'Top of Mind' for your CEO? If you can answer 'Yes' to all of these questions then you're probably running the best customer operations in the world. If you can't, then you stand to gain a lot from the Chief Customer Officer Forum.

# WHAT IS THIS FORUM?

Like the ancient Roman Forum, the Chief Customer Officer Forum is a place for leaders to meet, discuss the future and improve their professional working lives. It's a place where the best and brightest can exchange ideas, learn new techniques, share knowledge, and in so doing, rise to the top of their profession. Members of the forum have a unique opportunity to hear about the latest developments and most successful techniques in customer management, both from other members and from customer service leaders in India and overseas. The Forum is run by and dedicated to people just like you: people in senior executive roles who share a passion for improving the experience they give their customers; people who are shaping the future of the way organisations relate to their customers.

# WHAT'S IN IT FOR YOU

The Forum is a unique opportunity to improve the quality of your working life. It's the ideal place to obtain and share credible ideas; familiarise yourself with best practices; understand what works, what doesn't and why; test your own ideas in a safe setting; share your achievements; expand your personal network.

You'll get independent credible assessment of the latest ideas and innovations, and instead of getting a sales pitch you'll be part of a robust discussion amongst your peers. You'll be able to see the big picture, make your own contributions and make your own judgements. Above all, you'll be able to relax in the knowledge that the workings of the Forum are confidential.

# HOW DO THE MEETINGS WORK?

The Forum meets once every six months for a day. The format for each of these meetings can range from workshop style discussions, listening to external expert speakers on select topics, nominated topics presented as case studies by one of the member companies, sharing of real work based experiences by Celycs/LimeBridge\* etc. These formats will be rotated as decided by the Forum itself.

*\* Celycs is member of LimeBridge global alliance of customer service leaders in 8 countries ([www.limebridge.com](http://www.limebridge.com))*

# YOUR PERSONAL REFERENCE GROUP

As a forum member you also gain direct access to some of the world's leading experts in making customer experience management a reality.

With global backgrounds in organisations such as Amazon.com, Dell, Virgin, and Shell that are recognised for their excellence in customer operations, the Global LimeBridge Team provides you with real life, practical advice on what works and what doesn't.

# CONFIDENTIALITY

Discussions held in the Forum are conducted under the Chatham House Rule: you can use the information disclosed in a meeting, but you cannot attribute a source.

The list of members is not confidential, and authors of discussion papers retain the copyright to their work. Individual authors will be able to decide whether copies of the material they brought to the forum can be distributed outside of the group of attendees.

# PAST SESSION # 1: HELD ON FEBRUARY 28, 2013

Speaker	Company	Topic
Phanindra Sama	Founder: RedBus	Customer Innovation at RedBus
M. D. Ramaswami	Founder: Celtycs	Best Service Is No Service: New Insights
Anand Srinivasan	Founder: Dsqare Solutions	Customer Information to Customised Services
Joseph Kort	Founder: Activeo	Make it Net Easy for the Customer



## PAST SESSION # 2: HELD ON AUGUST 22, 2013

Speaker	Company	Topic
Manivannan	Head (IAS): BESCO	The Consumer
Anand Sudarsan	Director: Manipal Education	Customer Experience at Manipal Global Education
Saumil Majmudar	Founder: EduSport	Solving customer experience challenges
David Back	Founder: Zoom Car	Customer Service at the DNA of a Company



## PAST SESSION # 3: HELD ON APRIL 18, 2014

Speaker	Company	Topic
Dharmarajan	Sn Director: Fiipkart	Making customer journey effortless
Sridhar Turaga	Delivery Head: Mu Sigma	Decision Sciences and Analytics for better customer engagement
Abhinay Choudhari	Founder: BigBasket	Driving customer centric culture mind set within the Indian work force
Laxmi Char	Senior Exec: Yahoo	Tackling customer churn



# PAST SESSION # 4: HELD ON NOVEMBER 14, 2014

Speaker	Company	Topic
A S Rajgopal	MD, NxtGen Technologies	Leveraging the Cloud to Manage your Customer
Bidyut Nath	Head (Loyalty & Analytics), Titan Industries	One Customer, Multiple Journeys
Malavika Harita	CEO, Saatchi & Saatchi Focus Network	"Building Lovemarks" – How to emotionally connect with customers and employees
Shashi Shekar	CEO, Niti Digital	Reaching Out with Big Data and Social Media - a Case Study from India272.com



## PAST SESSION # 5: HELD ON MAY 22ND, 2015

Speaker	Company	Topic
Pankaj Rai	Director, Analytics - DELL	Making Sense out of Data
V Ravichander	Founder, Feedback Consulting and Urban Evangelist	Mission Possible: Civic catalysts can make city governments customer centric
T P Pratap	Founder, QwickCilver	Don't make your Customers Pay – Make them Prepay
Dilip Chabria	TeamIndus	An Audacious Make In India Story



# PAST SESSION # 6: HELD ON NOV 20, 2015

Speaker	Company	Topic
Roshan D'Dilva	CEO, TripVillas	Technology makes Impossible Possible
Sanjay Anandaram	Venture Capitalist	Customer Service: An Investor Perspective
Rajeev Gowda	Member of Parliament (Rajya Sabha)	Citizens are Customers
D. Ashok	Executive Coach and Mentor	Trends in Customer Service



# WHAT DOES MEMBERSHIP COST?

- Membership is on a renewable one-year basis. The annual subscription fee is INR. 18,000/- (plus service tax).

The fee includes:

- ✓ Two Forum meetings per year
- ✓ Four webinars per year
- ✓ Exclusive Participation in Annual Customer Centricity Study
- ✓ Upto two personnel can attend
- ✓ Costs of venue
- ✓ Lunch

The membership fee does not include:

- Travel and stay to and from meeting venues
- Any specific research that your organisation may need

# So How Do You JOIN?

All you have to do is call or email:

Phone : +91 98451 79537

Email : [ccofindia@celtycs.com](mailto:ccofindia@celtycs.com)

## ABOUT CELTYCS AND LIMEBRIDGE

Celtycs was founded in 2002 to help companies strategize, develop and deploy customer management solutions across their business processes. Celtycs is based in Bangalore, India and has serviced more than 80 global customers that include Fortune 50 companies, global contact centres, private equity firms and business process outsourcers.

Celtycs is part of a very successful global alliance called [LimeBridge™](#). The alliance has 8 member companies from 8 countries around the globe - including Australia, France, Germany, India, Japan, Sweden, U.K. and the U.S.A. Collectively we have served over 200 companies from around the globe and our customers have included marquee names from Banking, Insurance, Travel, e-commerce, Hospitality, Auto, Telecom, Technology, Travel and Utilities.