

Investing in your customers yields returns

The 2018 edition of Africa's customer experience summit, CEM Africa, will focus on return on investment as the African CX market matures and investment increases.



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Kinetic, the organisers of Customer Experience Management Africa, the largest gathering of CX professionals on the African continent, has announced that the primary focus for the 2018 event will be Return on Investment.

The [summit](#), held in Cape Town 1-2 August 2018 at the Cape Town International Convention Centre will once again see top level delegates in the marketing and CX profession meet to showcase and discuss best practice, as well the latest in innovative technology. The event purpose is geared towards the objective of supplying their African customers with a world class customer experience.

“ This video shows a quick overview of what to expect at the 7th Annual CEM Africa Summit. We also have a quick chat with advisory panellist, [@JuliaAhlfeldt](#), [#CX](#) Consultant [#CEMSummit18](#) <https://t.co/lqtiHNeGON> pic.twitter.com/DViDnqSNrA— CEM Africa Summit (@CEMAfricaSummit) [May 23, 2018](#) ”

Juan Mouton, portfolio director for the summit noted the following, "The African retail, tourism and financial markets have taken huge leaps forward in customer experience over the last six years and as the market matures and investment in CX

continues to grow, being able to show a quantifiable return on investment that is linked to business metrics is becoming a critical requirement."

He goes on to mention, "Technology plays a huge role in being able to leverage actionable insights on the enormous amounts of data that is collected along the customer journey. The major stumbling point for most organisations is understanding how to extract value from that data, and redeploy those insights to inspire an emotional connection with the consumer that leads to real business results that reflect on the bottom line.

"That is what this year's summit will aim to tackle and together with industry leaders and our partners we are sure that everyone attending the summit will leave with the ability to create a business led customer 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.



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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."



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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.



Customer Experience Africa Awards launched

5 Apr 2017



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