

CEM Africa Summit to explore the voice of your customer

The upcoming [Customer Experience Management \(CEM\) Africa Summit](#), hosted by Kinetic Events, is set to take place in Cape Town, South Africa from 2-3 August 2012 is expected to bring together Africa's industry leaders by providing a platform to build relationships, share ideas and most importantly, to do business.



Applying the latest marketing tools to employ the voice of the customer as your company differentiator allows the enterprise to leverage the latest technological advancements geared to differentiate your brand among competitors in an ever-evolving market landscape.

Behavioural analytics provides us with the tools to track the customer conversation through cyberspace, across all touch-points, and enabling us to tap into the vast pool of information widely available to us; proactively generating a higher level of customer loyalty by tracking and mapping your customer conversation.

The summit will explore the technological advances currently available, assisting you to adopt the customer experience techniques which will allow you to differentiate your brand in the industry among the marketing "noise".

For more, go to www.cemaficasummit.com.

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