

# Mopinion to Sponsor Customer Experience Exchange Event in November

Contributed by Mopinion  
Tuesday, 01 July 2014

Customer Experience Management software specialist Mopinion proudly announces it is a Sponsor of Customer Experience Exchange which is being held from 18th-20th November in Amsterdam. The event is aimed at everyone interested in CEM (Customer Experience Management) and the benefits and impacts on the success of the organisations that embrace it.

Â

Udesh Jadnanansing, Founder and Managing Partner of Mopinion, commented: "Customer Experience Exchange attracts leading figures and experts in the customer and brand experience sector, providing the ideal platform for discussion and networking for anyone interested in CEM. We believe that the event is a highly valuable opportunity to showcase the latest technologies and trends in the CEM world, and are proud to be sponsors and participating at the show."

Â

The Customer Experience Exchange aims to help customer experience managers develop the right strategies for modern dynamic businesses and to drive future growth. Udesh added: "Many businesses still suffer from fragmented and siloed approaches to their CEM strategies, which makes it very difficult to offer a consistent level of service as a whole organisation. Increasing costs and tougher than ever competition means that retaining customers and nurturing customer loyalty have never been more important. This event will offer practical advice on the best ways to approach this and really leverage customer feedback."

Â

Customer Experience Exchange uses a combination of in-depth, real-life case studies and strategic interactive discussions with expert panellists. It also uses cutting-edge research results to enlighten participants on real-world behaviours and trends which are relevant to all businesses. Due to the expertise on offer the event draws interest from well-known and highly successful organisations, with speakers at last year's event including Google, American Express, HSBC, Philips, Nokia, Dell and Toyota.