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SPECTRUM 7

**CIO**  
K L U B  
An Initiative of CIO Association

## What makes a Great Customer Experience? Join our Customer Experience (CX) event



The world has changed! Today's brands are operating in the world of the empowered consumer. How do today's organizations support the empowered consumer – from baby boomers to millennials?

We are sure you and your business have received good, unsatisfactory and excellent Customer Experiences (CX) while interacting with providers of goods and services - be it researching, buying, using or receiving support. But what makes a Great Customer Experience?

Great Customer Experiences start with great ideas. To facilitate the exchange of great ideas, **Oracle & its partner Spectrum 7 Technologies** are organizing a "**Customer Experience Journey: Digital Way**" in association with CIOKlub, Coimbatore Chapter on **Friday January 6, 2017**.

During this session you'll get answers to the following questions:

- What does a great Customer Experience look like?
- What is the impact of an unsatisfactory CX?
- What causes a worse CX?
- What is the benefit of great CX?
- How do you give your customers a great experience?
- How to utilize Oracle CX Cloud in order to create a great Customer Experience?

Learn how to build a great customer experience during this interactive session and mingle with the specialists from CIOKlub and Oracle CX.

**Date:**

Friday January 6, 2017

**Program:**

**6:00 pm:** Registration & Refreshments

**6:45 pm:** Presentation & panel discussion on "Customer Experience Journey: Digital Way"

**8.00 pm:** CIOKlub member meeting followed by Networking cocktail dinner

**Location:**

ZONE by the Park  
Avinashi Road,  
Puliakulam, Coimbatore.

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**This is an exclusive invite & non-transferable**

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