

The Kinetic Enterprise(tm): Built to Evolve, Presented by Deloitte Friday at 6 AM Pacific /9 AM Eastern July 24th 2020: The Kinetic Enterprise: Nurturing Customer Experience, from Lead to Lovalty

Many organizations profess that the customer is solidly at the center of their business, yet the reality for customer experience can be quite different. Disparate systems, inconsistent processes, and a lack of data-driven insights can make it difficult to create a unified, meaningful experience for the customer. Tune in for insights on how you can deliver a consistent experience across all customer touchpoints with an integrated Lead to Loyalty (L2L) solutiondesigned to make your customers feel like they are dealing with a single integrated organization. Our panel of transformation sp

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Friday at 6 AM Pacific Time/9 AM Eastern Time on VoiceAmerica Business Channel

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Featured Guests



Russell McLean

Russell McLean is a Principal in Deloitte's Advertising, Marketing and Commerce team where he specializes in helping organizations acquire and retain customers through the implementation of innovative digital solutions. His industry focus is in the Consumer Products space where ease of doing business and an elevated human experience are top priorities for companies wanting to differentiate themselves in a competitive landscape. Russell first started with Deloitte in 2004 as part of the CRM practice and has spent his career working to help clients better work with their customers with CRM and engaging commerce solutions.

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Uday Srinivasareddy

Uday Srinivasareddy has over 20 years of experience delivering large scale Customer Transformation programs for Global organizations. He has deep understanding and knowledge of enabling enterprise wide Digital Transformations programs across multiple platforms. He helps enterprises enable complex global end-to-end Transformations across Front office (eCommerce, CRM, Digital Sales, Service & Marketing, Customer Experience, Mobility) and Back Office Core ERP Transformations (SAP S/4) driving operational efficiency, increased customer engagement and satisfaction and market share gain. He excels at understanding the business requirements and delivering comprehensive and robust end-to-end solutio

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Andres Calderon

deron is a senior manager at Deloitte with 18 years customer facing experience implementing front office solutions primarily based on SAP CX technologies. He has a proven record of delivering complex customer relationship and ecommerce solutions supported by SAP and non-SAP back systems. He has extensive experience in sales management, commerce, CPQ, customer service, field service, depot repair and returns and lead & campaign management. He leverages a comprehensive understanding of SAP Customer Engagement and Commerce on premise and cloud solutions to support clients in business case and solution deployment. He has wide experience with complex projects integrating to SAP ECC a

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