



## Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by 

**Coffee Break with Game-Changers, presented by SAP**  
**Wednesday at 8 AM Pacific/11 AM Eastern**  
**January 11th 2012: Customer Experience Edge: Your New Competition**

With social media and smartphones fueling consumers' expectations and enabling them to impact your brand, the customer experience is now your competitive battleground. Everyone has a customer experience horror story. What's the buzz about your company? Are you prepared to put customers at the center of your thinking to transform them into your best advocates? Meet Reza Soudagar, Vinay Iyer and Dr. Volker G. Hildebrand, authors of *The Customer Experience Edge: Technology and Techniques for Delivering an Enduring, Profitable, and Positive Experience for Your Customers*. Based on market research

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### Featured Guests



#### Reza Soudagar

Reza Soudagar, Senior Director in Customer Engagement and Commerce group at SAP, has more than two decades of experience in business consulting, IT strategy, and the development of customer relationship management (CRM) solutions. He held senior leadership positions at Accenture and Oracle, serving clients in high-tech and communications industries, and was responsible for a number of products in Oracle's CRM suite. He is a co-author of *The Customer Experience Edge: Technology and Techniques for Delivering an Enduring, Profitable and Positive Experience to Your Customers* (McGraw Hill, 2011).

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#### Vinay Iyer

Vinay Iyer, Vice President of Global Marketing at SAP, brings more than 20 years of experience as an engineer, product manager, sales and business development manager, and marketer to this book. Prior to SAP, Vinay held roles in product marketing and product management for over five years at Siebel Systems in the United States and in Europe. He is a frequent speaker at customer engagement conferences and is now championing SAP's rapid growth in the overall customer experience management space. Vinay holds a master's degree in Electrical Engineering and an MBA from the Wharton Business School.

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#### Volker G. Hildebrand

Dr. Volker G. Hildebrand, Vice President for CRM Solutions at SAP, has two decades of experience as a CRM expert, researcher, author, professor, and software industry professional. With a doctorate in business economics, an MBA from the University of Mannheim, and a degree in business and technology from the University of Stuttgart, he has been an instructor and pioneering researcher on how to optimize the relationship between a customer and its suppliers. He has served as a CRM consultant for large international companies and held SAP leadership positions in sales, marketing, and product management for CRM and e-commerce applications. Volker is the author of several books and over 100 articles.

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