

Coffee Break with Game-Changers, presented by SAP

**Coffee Break with Game-Changers,  
presented by SAP**  
**Wednesday at 8 AM Pacific/11 AM Eastern**  
**May 07th 2014: Data Deluge: Customer Insight Challenges  
and Opportunities.**

Today's buzz: Data overwhelm. What's the big deal about big data when it comes to marketing your products and services? Successful marketing hinges on gaining insight from the mountains of data you capture and store, so you can build great relationships and experiences with your customers and prospects. Do you have the right people and tools to sift through all that information and find the golden nuggets of opportunity? The experts speak. Andrew Jones, Altimeter Group: "Customer identity today is a shattered mirror, with little pieces of it spread throughout the organization. Customer Se

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**Featured Guests**

Guest Image

**Andrew Jones**

Andrew Jones is an analyst at Altimeter Group, where he focuses on social media management and cross-channel customer engagement. For the past three years, he has helped define the Social Media Management industry and worked on reports related to social management and measurement. Andrew has worked with dozens of clients to define social business strategy and advise on technology selection. Previously, he worked at digital agency iCrossing, now part of the Hearst Corporation, where he managed accounts for several Fortune 500 companies. Prior to iCrossing, Andrew worked at a series of technology, marketing, and research organizations. Andrew served in the Peace Corps, where he helped to devel

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Guest Image

**Esteban Kolsky**

Esteban Kolsky is the Principal and Founder of ThinkJar, an advisory and research think-tank focused on customer strategies. He has spent over 22 years in customer service and CRM consulting, research, and advisory services. During his eight years at Gartner, he coined the terms for EFM (enterprise feedback management) and CIH (customer interaction hub). He also researched and wrote on the social networking topics that led to today's revolution, and assisted Fortune 500 and Global 2,000 organizations in CRM deployments. Mr. Kolsky now advises vendors and organizations how to extend customer interactions from the CRM niche to the entire organization to become Social Businesses.

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Guest Image

**Kaan Turnali**

Kaan Turnali is Global Senior Director, Business Intelligence (BI) at SAP. He is responsible for the development, oversight, and execution of strategy for the BI platform across SAP's Global Customer Operations (GCO) Reporting & Analytics Platform. In addition, he manages special mobile BI projects for the Office of the CEO and the GCO senior management team. Prior to joining SAP in 2006, Kaan worked as a senior BI consultant specializing in strategy, design, and development of enterprise BI solutions for SMB and Fortune 500 companies. His background and experience in the integration of business and technology span more than two decades. Kaan is an adjunct professor teaching BI in the Doctor

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