



# The Customer Edge



Special Edition Series of

## Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by

The Customer Edge with Game Changers,  
Presented by SAP  
Wednesday at 12 Noon Pacific  
**March 18th 2015: Transforming CRM Sales and Service Around Commerce**

### Tune in

Wednesday at 12 Noon Pacific  
Time on VoiceAmerica  
Business Channel

[EPISODE ON DEMAND](#)

[VIEW HOST PAGE](#)

The buzz: Their way. CEOs worldwide have identified customer transformation among their top three initiatives. Why? The customer experience is suffering. Mobile and e-commerce have morphed customer engagement. We as customers now expect to be able to buy products and services with the same ease regardless of where and how we choose to engage with a brand. How can your company solve these fundamental business challenges in our increasingly omni-channel world? The answer: Omni-Channel Commerce. The experts speak. Randy Kohl, Gorilla Group: "Any sufficiently advanced technology is indistin

### Read more



### Featured Guests



#### Randy Kohl

Randy Kohl has over 15 years of experience in publishing, journalism, and content strategy, and is currently Senior Content Strategist at Commerce Services Provider Gorilla Group.

[Read more](#)



#### Angelica Valentine

Angelica Valentine is the Content Marketing Manager at Wiser, a San Francisco based company that provides pricing intelligence to retailers and brands around the world.

[Read more](#)



#### Eric Marotta

Eric Marotta is Director of hybrid Product Marketing, where he has global responsibility for communicating the transformational value of omni-channel commerce.

[Read more](#)

### Share This Episode



### Connect with VoiceAmerica

Download our mobile apps



Come see what **VoiceAmerica's** hosts are writing, on **PressBlog!**

