

# Join us for a free Customer 360 Event

London  
**27 January**  
2015

J.P. Morgan Media Centre | Lord's Cricket Ground | London NW8 8QN

## AN MBA IN CUSTOMER MANAGEMENT IN HALF-DAY!

Join us and learn how to deliver digital-age customer experiences that set you apart from your competition and build customer loyalty and advocacy. Underpinning these customer facing processes, is the ability to gather customer sentiment, to analyse structured and unstructured data, and to distribute a level of insight that empowers customer facing teams to make better decisions – ALL in one morning!

This half-day event is primarily designed for Head of Function – Marketing, Sales, Operations and Customer Service – anyone that has to make decisions about how their organisation engages with, develops and retains their customers.

Topic specialists will be drawn from a panel to include Oracle, Qlik and capventis.

There will be pods located outside the room for software demonstrations at the end of the event for those that may wish to see technology in action.

### DATE

Tuesday 27 January 2015

### TIME

8:15 a.m. – 12:30 p.m.  
Light breakfast will be provided

### VENUE

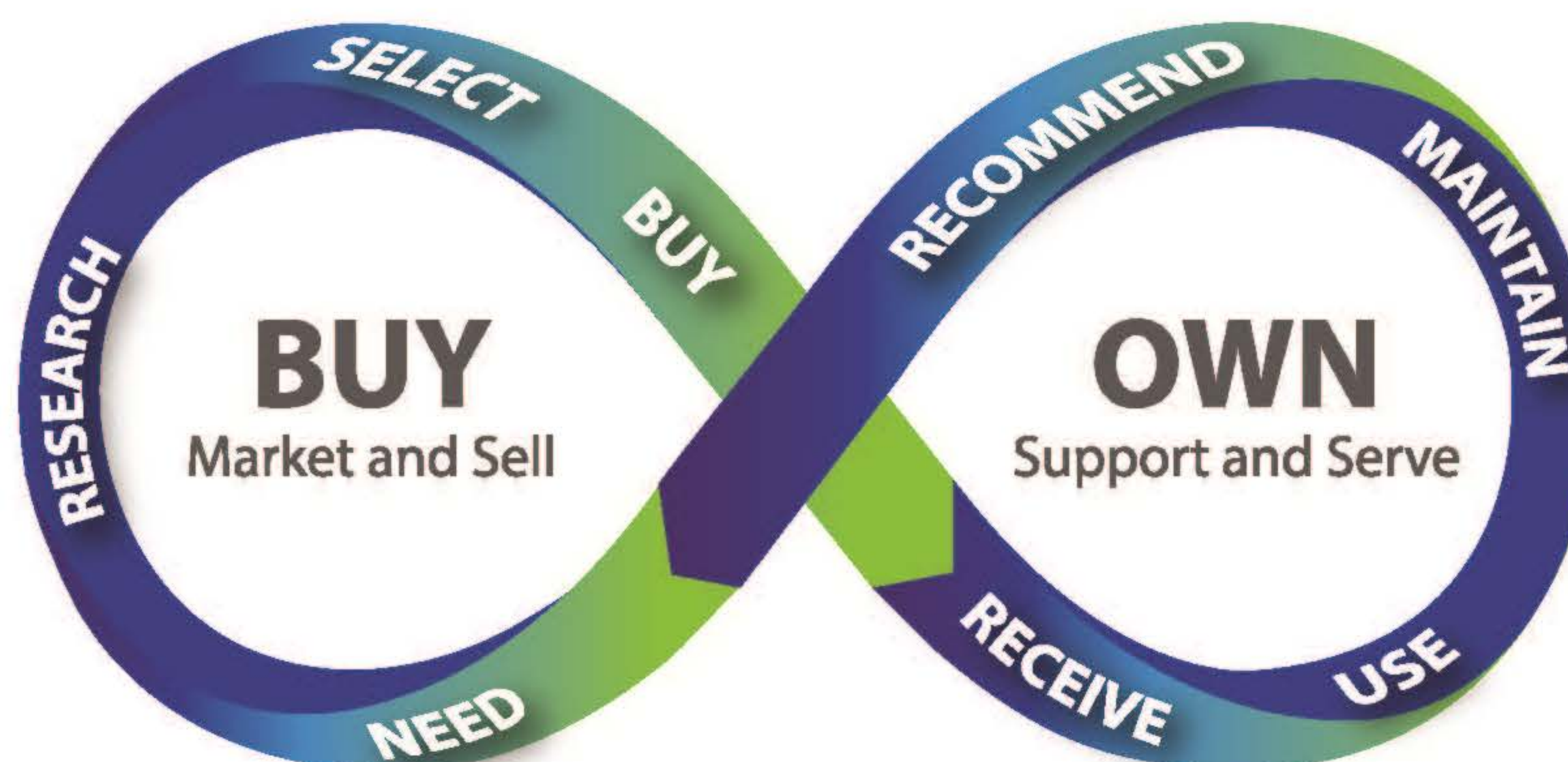
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## CUSTOMER

### ANALYTICS

*How to gain insight and understanding of Customer Perception & Behaviour along the Cycle*



## CUSTOMER

### PROCESSES

*How to deliver a great experience at every Customer Touchpoint*

To reserve a place on this free event, please visit:  
[www.capventis.com/customer-management-360](http://www.capventis.com/customer-management-360)

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**ORACLE®**

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