

## Redefining Customer Experience and Brand Loyalty through SMAC



**MS Ashok, COO, Accentiv India talks about the future of brand loyalty at a summit held by CII**

Around the world, consumers are now armed with both the information and the ability to engage in commerce across multiple channels: the Internet, mobile devices, smart TVs, and physical stores, to name just some. These omnichannel consumers don't just expect to be able to shop anytime and anywhere; they also expect convenience and a consistent and personalized sales and marketing experience across all channels. Service organisations are using technologies like social media, mobile, analytics and embedded devices to change their customer engagement experience, internal operations and business models. The session explored how organisations were integrating the power SMAC and the tacit organisational knowledge to transform and strengthen their service and delivery advantage to deliver superior customer experiences and service the omnichannel customer and build brand loyalties.