

# C-Level Telco Speakers will be sharing their vital views on implementing a successful CEM programme

*Three C-Level telco speakers will be sharing their vital view on implementing a successful CEM programme*

SINGAPORE, SINGAPORE,  
SINGAPORE, June 24, 2015  
/EINPresswire.com/ -- Three C-Level telco speakers will be sharing their vital view on implementing a successful CEM programme at Customer Experience Management (CEM) in Telecoms World Summit 2015 which will be held from 13-14 August 2015 in Singapore.



These three C-Level telco speakers are:

- Nashad Emir, Chief Customer Experience Officer, Celcom, Malaysia
- Rebecca Eclipse, Chief Customer Experience Officer, Globe Telecom, Philippines
- Brenda Lynn Dichoso, Chief Customer Care Officer, Smartfren Telecom, Indonesia

They will be sharing their views on the following key issues :

Creating An Internal Culture Change and Organisational Transformation around Customer Insight and Experience-Keeping

- Approaching integration in different areas, technologies and systems
- Ensuring that CEM activities are at the heart of all decision-making processes within the organization
- Enhancing Customer Experience through Excellent Billing Communications
- Using CEM systems to draw information and insights from cross-organisational sources

Companies/organisations representing the CEM in Telecoms Ecosystem will be speaking at this conference :

- Sachin Kumar Das, Vice President (National Head CS Mobility Operations), Aircel, India
- Alan Coleman, CEO, Brite:Bill, Ireland
- Nashad Emir, Chief Customer Experience Officer, Celcom Axiata, Malaysia
- Dr Suresh Ramasamy, Principal Consultant-Technology Strategy, DiGi, Malaysia
- Rebecca Eclipse, Chief Customer Experience Officer, Globe Telecom, Philippines

- Shah Alam Bhuiyan, General Manager and Head of Technology, Customer Complaints Management, Grameenphone, Bangladesh
- Willem Najoan, Head of Loyalty & Retention, Indosat, Indonesia
- Senior Director, NICE Systems
- Koert Breebaart, Senior Principal Value Engineering, SAP Asia, Singapore
- Brenda Lynn Dichoso, Chief Customer Care Officer, Smartfren Telecom, Indonesia
- Hasniza Mohamed, Head of Customer Experience, Telekom Malaysia, Malaysia
- Dian Ediana, Head of Planning & Process Management, Sub Dir Customer Care Management, Telkomsel, Indonesia
- Suphavadee Trakulboon, General Manager, True Touch, Thailand
- Ilya Kravtsov, Head of Commercial Strategy, XL Axiata, Indonesia

The conference website is :

<http://www.symphonyglobal.com/index.php/event/page/customer-experience-management-2015/overview>

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