

183: Evolution of CEM and the CEM Africa Summit

On Thursday, 28 July 2016, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizwazza) took a closer look at customer experience management and the annual CEM Africa Summit taking place on 17 and 18 August in Cape Town.



We were joined by Simon Cranswick, managing director at Anana Africa. Simon has been involved in the CEM space for the last 21 years from a consulting and business-enabling technology solution perspective. As MD of Anana Africa, he is passionate about CEM practices, focusing on how business processes are viewed and experienced by an organisation's customers.

We chatted to Simon about:

- The overall CX landscape in Africa and how it has evolved over the last year.
 - We discuss how you find out what your customers think about your service, product, brand and experience.
 - We look at the recipe for successful CX implementations.
 - We chat about the CEM Africa Summit event objectives.
 - What has made the event so successful for the last four years?
 - We look at what delegates can expect at CEM Africa Summit 2016.
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- How does the event contribute to the sector at large?

Check out the [CEM Africa Summit website here](#).

Episode 183: We look at the rapid evolution of Customer Experience Management and the CEM Africa Summit.

Date: 28 July 2016 **Length:** 19:17min **File size:** 18MB **Host:** Warren Harding

Then later in the show, we spoke to Mike Jones, strategic planning director for NATIVE VML in Johannesburg to look at the Native VML monthly Trends report.

We chatted to Mike about:

- What exactly a strategic planning director does at Native VML.
 - We discuss how and why the report is put together by the agency and what his involvement is.
 - We discuss the research behind the report.
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- We also discuss some of Mike's top trend highlights.

Get the [NATIVE VML trend report here](#).

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Date: 28 July 2016 **Length:** 15:30min **File size:** 14.5MB **Host:** Warren Harding

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on biztakeouts@bizcommunity.com.



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