

## THE QOE JANUARY/FEBRUARY 2016

Wednesday 20th January

Full day CX Group Farnborough

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Thursday 4th February

Half day CX Group London

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Wednesday 10th February

Full day Digital Group Farnborough

### KNOWLEDGE, POWER AND INFLUENCE

Our last discussions on educating customers highlighted the importance of providing service environments with accurate, timely and relevant information. This cannot be underestimated when delivering effective customer service and experiences. There are many cases where deficiencies in this area have been shown to be one of the biggest contributors to poor service and spiralling costs.

The background to this debate is dominated by the fact that technology has permanently changed the way people, customers and companies generate and share information, knowledge and opinion.

Related questions from previous sessions

- Should companies try to regain ownership of information and knowledge and, if so, how?
- Can we identify expected outcomes for companies, employees and customers?
- How does knowledge effect cost to serve, growth and profitability?