

**CUSTOMER  
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Tapping the Untapped Potential of Mobile Commerce

Date : 11th August 2016

Venue : Courtyard Marriot, Andheri, Mumbai

I N V I T A T I O N





*invites you to*

*Take a peek into the mCommerce of the Future only at:*

## **OneTap mCommerce**

*The ESIT Pillars - Experience, Secure, Instant, Transparency*

Mobile is becoming a habit with both business users and consumers. In adapting to this shift, businesses are increasingly going mobile and creating business apps for mobile devices. Consumers are increasingly shopping online from their mobile phones using the mobile Web or apps. But to get customers and employees to use these apps, you need to deliver a very engaging EXPERIENCE.

Consumers want to transact in SECURE environments, especially when there is money being transacted. What kind of security algorithms and standards do you use to secure commerce transactions? And when there is personal data being exchanged for services, what do you do to ensure privacy? Your mobile analytics is collecting sensitive and personal information. You become a custodian of this information. How can you be responsible to protect your customers?

We live in a world of INSTANT -- the millennials are impatient and want it all instantly. Instant coffee, instant loans, instant registration, and instant gratification. That's why your apps and Web should be responsive. Navigation should be seamless and intuitive. And business outcomes should be prompt. If it isn't so, your customer abandons you and goes elsewhere. That's lost business for you.

Finally, everyone wants TRANSPARENCY. That also means TRUST and ACCOUNTABILITY. To win the TRUST of your customers, you need to establish policies that are transparent. Update your customers whenever there are changes in policies. And terms should be comprehensible and visible. Do this and your customers will stay with you longer.

Tap empowers the business using Experience, Security, Instant Gratification and Transparency or ESIT. This has laid the foundation for future disruptions, which would achieve greater heights supported by the four ESIT pillars.

Customer Click the country's first publication focusing on 360° degree customer experience along with Banking Frontiers, India's premium BFSI business magazine, together bring you One Tap mCommerce -- the ESIT pillars where we talk about the transformation strategies that are powering mCommerce in light of ESIT ecosystems.

This lively conference would include two luminaries namely.... And ..... sharing their strategic and technology perspectives. This would be followed by a panel discussion and a lively brainstorming session on some of the most strategic aspects of this business.

We invite you to join us in this lively gathering and share your perspectives over the unconference session, as well as take back some valuable mindshare from our luminary speakers at the conference. Your participation would make this session a great learning for all of us.

Do review the detailed agenda below. And we look forward to meeting you at One Tap mCommerce.

**Date** : 11th August 2016

**Time** : 9:00 AM to 6:00 PM

**Venue** : Courtyard Marriot, International Airport,  
Andheri, Mumbai





## CONFERENCE SCHEDULE (TENTATIVE)

09:00 am - 09:15 am	Registration
09:15 am - 09:25 am	Welcome Address by Babu Nair, Group Publisher, Customer Click
09:25 am - 10:00 am	Keynote Address by Mahesh Murthy, Co-Founder, Managing Director, Managing Partner, Founding Partner, and Partner at Seedfund
10:00 am - 11:00 am	Panel I - Future Crafting Customer Experience & Engagement
11:00 am - 11:15 am	Tea Break
11:15 am - 11:35 am	Partner Presentation
11:35 am - 12:00 pm	Fireside Chat with the Editor - Appinnovation - Apps have been ruling the world of Mobility
12:00 pm - 01:00 pm	Panel II - Thriving in the trustworthy world of mcommerce
01:00 pm - 02:00 pm	Lunch & Networking
02:00 pm - 02:20 pm	Theme Video Presentation
02:20 pm - 03:45 pm	Unconference
	Table 1. Devices, Innovation or Commoditization? (Devices, Telcos) / Reputation & Security
	Table 2. Mobility and Network Orchestration (Platforms and Telcos)
	Table 3. D for Dollar... D for Data: Maximizing data with minimal intrusions. (Customer care, Experience and Analytics)
	Table 4. Living in a world of 'Instant' – instant loan, instant underwriting, instant registration, instant customer authentication, instant subscriber activation...
	Table 5. Trends of shaping mobile banking
03:45 pm - 04:00 pm	High-Tea & Networking
04:00 pm - 04:30 pm	Keynote Address by Harish Bijoor, Brand Expert & CEO, Harish Bijoor Consults Inc.
04:30 pm - 04:45 pm	Vote of Thanks, Editor Customer Click

Keynote Speakers



**Harish Bijoor**  
Brand Expert & CEO, Harish Bijoor Consults Inc.

**Mahesh Murthy**  
Co-Founder, Managing Director, Managing Partner, Founding Partner, and Partner at Seedfund





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Please reach out to following project managers to have an elaborate discussion on the program and your benefits:

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