

# CEM Africa gathers who's who of e-commerce and CX gurus

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Leading e-tailing marketers share their insights on Covid-19's silver linings



Some of the leading global and local pioneers in e-commerce and customer experience (CX) are set to share their insights, case studies and success stories at the upcoming CEM Africa from 10–11 November 2021. This follows the unprecedented, accelerated adoption of e-commerce and online shopping by billions during the last 18 months, and e-tailing proving to be one of the few silver linings in a pandemic-depressed economy worldwide.

*CEM = Customer Experience Management*

## CEM Africa speaker and session highlights include:

- **Qaalfa Dibeehi** is the Dean of the Customer Experience Leadership Institute (The School of Great Moments), at Majid Al Futtaim, a global conglomerate (retail, hotels, property, grocery, luxury, entertainment, cinemas, etc.) based in Dubai. “The technology we now refer to as CRM stems from the need to have real time customer dialogue” - [Source](#)  
On Day 1, Wednesday, 10 November, Qaalfa Dibeehi is delivering the opening keynote presentation entitled: “Diversity and inclusion and Lofi CX-Low Fidelity customer experience”.
- **Robert Paddock**, is the founder and CEO of the Valenture Institute. He was the co-founder of GetSmarter, an online education company that has educated over 200,000 professionals from 154 countries, and was sold to Nasdaq-listed 2U in 2017.  
Rob believes that the online experience has got to be designed from first-principles: “The closest analogy [for bricks and mortar schools operating remotely] would be if you’ve got a petrol or diesel engine car and you try to retrofit an electric engine into it, versus a purpose built electric car”. - [Source](#)  
Robert Paddock is presenting a case study on “Online education sector – the new student experience”.
- **Steve Towers** is a process management and customer experience enabler from the USA. The founder of the BP Group in 1992, Steve was named one of the 30 most influential Global Customer Service Experts in 2021.  
“Without a clear, outside-in line of sight to what your customers true needs and successful outcomes are, you will never be truly customer centric. Change is a must. Every person in the organisation needs to make the customer their True North”.  
Steve Towers will deliver a keynote on “The importance of employee experience and global leadership in the adoption of CX approaches”.
- **Simon Hartley** is the founder of Wumdrop in South Africa.  
“As of 2021, 'informal economy' is a phrase that absolves South African businesses of meaningfully serving the overwhelming majority of South Africans when things get hard, or complicated. And I do mean most of us. Our 'formal' retail economy comprises a whole 5% of total outlets in South Africa. We're not even into double digits.  
"At CEM Africa, Simon Hartley is part of a panel discussion on 'Redifining CX for the new era'. He will be joined by Kia Abbott, Rewards Programme manager at the Shoprite Group of Companies, Lynne Blignaut, Group Loyalty and

Customer Rewards, Dis-Chem and Clint Payne, senior manager, Customer Experience at Multichoice.

- **Julia Ahlfeldt** is a South African Customer Experience Professional (CCXP) and one of the marketing experts behind the 2021 South African Digital Customer Experience Report. At CEM Africa, Julia will lead the panel discussion to unpack the compelling, and sometimes, surprising results from the survey.

According to the report, South Africa's most recently reported online spend of R30bn suggests that if online stores were to fix key issues they'd potentially generate an additional R11.95bn in revenue. "South African consumers have clearly embraced ecommerce," says Julia. "With improved levels of connectivity and an abundance of online shopping options, there's no good reason why South Africa should still lag behind. Customer experience is holding it back".

- **Chantel Botha**, MD of Brandlove Customer Experience, will share "The silver bullet to improving your customer experience", during which participants will create a practical playbook of rituals and cultural practices that will help their organisation thrive. "Poor customer experience is only a symptom. Start a cultural evolution to move your organisation to remarkable employee and customer experiences".

## Valuable CX lessons

The CEM Africa Summit has been around for a decade and has played a leading role in South Africa's customer experience journey and has connected thousands of CX professionals over the years. Confirmed event sponsors so far include Freshworks, Verint, Insider, Infobip, Rogerwilco, Simplify360 and Inquba.

CX experts from some of the most recognised and successful brands on the continent, including Multichoice, Woolworths, Shoprite, Superbalist, African Bank, DHL and Rand Merchant Bank, will share their valuable lessons learnt (from success and failure) during the event.

## How to join them?

CEM Africa returns via a world-class virtual event platform offering access to the live keynotes, panel discussions and the agenda. Attendees will be able to engage with the speakers and participate in Q&A sessions, polls and surveys. They can also contact exhibitors via chat or video call, exchange business cards with other participants and download brochures. To register and access the full programme, [click here](#).

## About CEM Africa

CEM Africa is the largest online CX event on the continent and is organised by [Kinetic Events](#), which is a partner of [The Vuka Group](#) (formerly Clarion Events Africa).

## Dates and location:

Dates: 10–11 November 2021

Venue: [Online](#)

Website: <https://cemafricasummit.com/>

LinkedIn: <https://www.linkedin.com/in/cem-africa-summit/>

Facebook: <https://web.facebook.com/CEMAfrica/>

Twitter: <https://twitter.com/CEMAfricaSummit>

Media registration: Register to attend for free [here](#).

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