



Verisavo CX Present:

Redefining Customer Experience with AI-Driven Innovation

 **by Verisavo**

What is Verisavo CX Connect?



Verisavo CX Connect is an annual summit bringing together CX professionals and industry leaders to share actionable strategies, explore AI-driven engagement, and redefine customer experience while keeping the human touch.

Learn

Gain insights from global CX leaders and industry pioneers.

Connect

Build networks, share best practices, and expand reach.

Innovate

Discover the latest tools and technologies reshaping CX.

Addressing Critical CX Challenges



Adapting to Change

Responding to rapidly shifting customer behaviors in a digital-first world.



Balancing Technology

Integrating technology while preserving authentic human connections.



Personalisation at Scale

Delivering tailored customer experiences without compromising efficiency.



Measuring CX ROI

Quantifying the business impact of CX investments through data-driven insights

Key Focus Areas

Verisavo Connect CX Africa addressed the entire CX value chain, providing actionable strategies for excellence:



Strategy and Planning

Develop winning CX strategies aligned with business goals.



Customer Understanding

Deepen insights into customer needs, behaviors, and expectations.



Design and Innovation

Create seamless, human-centered experiences through innovative design



Delivery and Execution

Master the art of delivering consistent, high-quality experiences across all touchpoints.



Measurement and Analysis

Leverage data and analytics to track performance and optimise CX initiatives.

Highlights of Verisavo CX Connect Summit

The sold-out Verisavo CX Connect 2024 featured an impressive lineup of thought-provoking sessions that captivated attendees:

Keynote Presentations



Industry leaders discussed the future of customer experience, showing how AI is reshaping engagement while emphasizing human connection.

Expert Panel Debates

- **Automation vs Human Touch:** Finding the perfect balance between technological efficiency and meaningful human connections.
- **Privacy vs Personalisation:** Navigating the delicate balance between data-driven personalisation and customer privacy concerns.
- **Measuring CX Impact:** Quantifying how customer experience initiatives directly affect business performance and growth.

Interactive Workshops

Hands-on workshops provided practical skills development in areas such as customer journey mapping, experience design principles, and leveraging data analytics for CX optimisation.



Journey Mapping

Visualising the complete CX to identify pain points and opportunities.



Experience Design

Learning principles to create intuitive, engaging customer interactions.



Data Analytics

Harnessing the power of data to measure and optimise CX outcomes.

Verisavo's Growing Influence Across Africa

Our event sparked excitement ahead of our platform launch, bringing together local businesses, industry leaders, and policymakers shaping Africa's market innovation.

“We provides the resources, tools and insight needed for businesses not only to compete locally but to lead on a global stage.”



For partnership opportunities with Verisavo, contact
hello@verisavo.com

Voices from Attendees

Success Stories

Verisavo CX Connect 2024 was a transformative experience for many attendees, offering invaluable insights and networking opportunities. Here's what some of our participants had to say:

Digital Expert

Name: Amina Yusuf

"Verisavo CX Connect gave me a clear roadmap for digital transformation, showing how businesses can stay competitive by embracing AI-driven tools and strategies."

Tech Innovator

Name: Chinedu Okoro

"The sessions on emerging technologies opened my eyes to how innovation like AI can be used to solve real customer experience challenges in today's fast-moving market."

Aspiring Entrepreneur

Name: Funmilayo Adebayo

"This was exactly what I needed to kickstart my journey—real-world strategies, expert advice, and inspiration to build a customer-focused business from day one."

Business Owner

Name: Okey Nnamdi

"As a business owner, Verisavo showed me that with the right mindset and tools, we can lead meaningful change in how businesses connect with their customers."

Galleries



This section features a visual showcase of attendees enjoying the Verisavo CX Connect experience.

Why Join the Verisavo Movement?

We're reimagining the future of business in Africa by helping brands connect in ways that truly resonate. Through cultural intelligence, strategic education, and cutting-edge tools, we empower businesses to drive higher conversions, deliver exceptional customer experiences, and build lasting loyalty.

Challenge Yourself

Elevate your company's customer experience to the next level with tools, insights, and inspiration to succeed.



Build Partnerships

Showcase your solutions and connect with industry leaders through valuable partnership opportunities.

Drive Change

Be part of a community that's redefining CX through collaboration, innovation, and excellence.



Together, we're not just adapting to change—we're driving it.

Learn More About Our Upcoming Event



Digital-First CX

Explore strategies for thriving in the rapidly evolving digital landscape.



Trust & Privacy

Discover how to balance innovation with customer data protection.



Implementation

Learn practical approaches to deploy CX solutions efficiently.

To make an enquiry about our next CX event, email us at cxconnect@verisavo.com

About Verisavo

Verisavo is an AI-powered market intelligence platform built for African markets. We combine data, culture, and local insight to help businesses make smarter, more human-centered decisions.

Learn more at www.verisavo.com