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WITH
SANJOG AUL

CIO Talk Network
Wednesday at 7 AM Pacific
August 11th 2010: Can IT push innovation
beyond all customer expectation?

Innovation has provided the customer relationship tools we routinely use to learn more about our customers, provide transparency as required, or interact with them in real time, both ways. Now that we're collaborating with them to give them these things they want/need, what about pushing the envelope? Encourage them to dream even bigger, demand even more, and then we innovate to surpass even those expectations? Can current IT transform business into an innovation machine that will make this happen?



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