



## **Nataša Perić**

Marketing & Communication specialist with extensive experience from the ICT industry, in both B2B and B2C segments. Currently living and working in Prague, testing the entrepreneurship waters and enthusiastically supporting the idea, mission, vision and values of Brand Embassy - the leading software tool for human-centric digital customer service at scale. Natasa strongly believes in the power of human connections and is called a "people and animal whisperer" by her close friends and associates.

### **About Brand Embassy**

The top-rated social customer service platform, Brand Embassy, helps companies acquire, retain and grow

customers through human-centric digital customer service at scale. Our clients are major Enterprises and high-growth companies from the telecom, banking and eCommerce sectors, such as: T-Mobile, Telenor, Telefonica, Vodafone, Home Credit, Societe Generale, GE Money, Samsung, Mall.cz, Zoot, Puma Global, Alibaba/Lazada etc... Brand Embassy is headquartered in London, (UK) with offices in Dubai (UAE), Boston Atlanta and San Diego (US). The company's main product development office is situated in Prague, Czechia, also supporting a

number of Enterprise and Inside sales operations with a strong and rapidly growing presence across the European region.

Presentation title and description:

**“Monitoring i moderiranje digitalnih kanala društvenih mreža- novi zadatak kontakt centra”**

***Brand Embassy for Call Centers: How to triple customer service productivity and reach 90% customer satisfaction by using only social media channels***

*Presenter: Natasa Peric, Global Marketing Director at Brand Embassy, a digital customer care platform*

- Driving performance in CC Segment, how to gain the competitive edge through solid CX
- Business Agility and Automation: bridging the gap of digitalisation initiatives with omni-channel customer service
- How are digital interactions delivering results with proven ROI
- How to acquire Retain and Grow customers through agile CX