

Sajin Rehan joins Customer Experience Lab as Chief Revenue Officer

Former head of Genesys South Asia Business will help power Customer Experience Lab's expansion



Singapore, Sep 24, 2019 (Issuewire.com) - Customer Experience Lab, the CX consulting firm, today announced that veteran technology executive Sajin Rehan has joined in a newly created position, as Advisor and Chief Revenue Officer. Sajin will have oversight of the strategic direction, expansion, and operation of both CX consulting and CX technology integration business units, that have been redefined the Enterprise CX tech space for many enterprises of the region. Customer Experience Lab set created a new standard for the way CX Technology adoption had been made available to the market.

Sajin was most recently General Manager & Vice President for Sales at Genesys, South Asia, where he led the sales transformation of the region's business driving expansion into the mid-market segments. Prior to Genesys, he led teams at OPower (Acquired by Oracle).

"I am thrilled that Sajin has joined our team," said Sharat, Founder & CEO of Customer Experience Lab. "He shares our passion and our focus on innovation, and he places the same strong emphasis as we do

on customer experience. He has shown to be an extraordinary leader throughout his career and has a proven track record.”

“We started Customer Experience Lab with a passion to help organizations realize their CX stories. CX is a very complicated problem and it needs much more than tech to address it. Over the past years, during our Contact center solution days, we realised that Point solutions alone did not help an organisation to address their consumer businesses. Mobile technologies & Internet helped businesses reinvent the approach in which one wins new customers, serves them and invent new commercial models.

Customer touch-points are not just at the contact center and they not just interact with agents or Bots alone and not just one department of the organization. Henceforth addressing CX now means meddling with dozen-odd technologies and the CIOs role has become one of a plumber. More-over the game is not all tech. It needs a stronger amalgamation with process knowledge that ever-evolving.

Thus was formed Customer Experience Lab that partners with CIOs to lead a design thinking led planning towards building a futuristic Tech Infra. Sajin adds strength to our CX consulting practice and would also lead our ambitions on expansion into other geographies”.

“I am profoundly honored to join Customer Experience Lab in this newly created position, and very much look forward to working with the teams to further enrich the customer experience offerings,” said Sajin. “I have always admired the innovation and impact of Customer Experience Lab’s products and services have on the ecosystem and look forward to spearheading the company’s continued success and leadership in the domain.”

Sajin joined Customer Experience Lab from Genesys, where he served as GM & VP - South Asia and has led the company through a period of outstanding growth. Prior to Genesys, he was VP Asia Pacific for Oracle, and earlier in her career, he served as Managing Director - APAC for Opower.

Customer Experience Lab helps enterprises in building their CX strategy. This includes design consultancy, Implementation of technology, Custom development of applications and Managed services. Customer Experience Lab is also committed towards Appfoundry - The App marketplace of Genesys, building bite-sized innovations to be available as microApps that benefits the entire customer & partner ecosystem.

Customer Experience Lab has offices in Singapore, Mumbai, Bengaluru, Hyderabad, Gurugram, and Manila.

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See on IssueWire : <https://www.issuewire.com/sajin-rehan-joins-customer-experience-lab-as-chief-revenue-officer-1645551779574197>