



## Forrester To Launch Its Customer Experience Index For Australia At Its Summit For Marketing Leaders

July 21, 2015

*Summit will focus on the role of marketers in creating a customer-obsessed organization to deliver superior digital experiences in the age of the customer*

SYDNEY--(BUSINESS WIRE)--Jul. 21, 2015-- [Forrester Research Inc.](#)'s (Nasdaq: FORR) [Summit For Marketing Leaders](#) returns to Sydney on September 15, 2015. Entitled "Connect, Engage, Deliver", the Summit will focus on the real-world solutions to critical challenges faced by marketing leaders to connect and engage with today's customers and how to nurture a customer-obsessed imperative throughout the organization.

Michael Barnes, Forrester Research Vice-President and Research Director, Asia Pacific, said: "Customer obsession is no longer an option for technology leaders, it's a necessity. Forrester's Summit For Marketing Leaders will provide insight and solutions to connect with audiences, engage with people in innovative ways, and deliver value quickly to lead tomorrow's customer obsessed organizations."

The Summit will equip companies with a comprehensive understanding of how to improve their customer experience (CX) quality and increase customer loyalty in the age of the customer. In addition, the Summit will officially launch the [2015 Forrester Research Customer Experience Index](#) for Australia. Forrester's CX Index™ is the market's leading customer experience measurement and decision tool. The CX Index gives companies the ability to measure the quality of their customers' experience and connect those measures to actions and results, as well as compare their CX performance within and across industries. Forrester will also launch its CX Index for India at its Summit for CMOs+CIOs in Mumbai on September 22.

Keynote speakers at the Summit include:

- [Shar VanBoskirk](#), Vice President, Principal Analyst, Forrester Research
- [Jason Bradshaw](#), Head of Customer Experience, Target Australia
- [David Williams](#), Global Head of Customer Experience, Cochlear
- [Julie Nestor](#), Vice President, Brand, Rewards and Digital Commerce, American Express

The Summit is supported by Squiz, SugarCRM, MediaMath, Oracle, Marketo and media partners CMO magazine Australia and Marketing magazine Australia.

The event will take place at the Four Seasons Sydney, Australia on September 15, 2015. For more information, please visit <http://forr.com/ml15ua>.

### About Forrester Research

Forrester Research (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Forrester's unique insights are grounded in annual surveys of more than 500,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients. Through proprietary research, data, custom consulting, exclusive executive peer groups, and events, the Forrester experience is about a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organizations.

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Forrester Research  
Iris Leong, +65 6426 7016  
PR Manager, Asia Pacific  
[ileong@forrester.com](mailto:ileong@forrester.com)