

Indian Startups and CFO4SME Event 26.6.16



CFO4SME participated as sponsor to the event on the subject “Customer Acquisition Strategies” on 26.6.16, organized by IndianStartups.com at Gurgaon. The event was grand success with active engagement of large nos. of startups, entrepreneurs, business owners and professionals. End to end process of customer acquisition was discussed spanning the following subsets of customer acquisition:

1. Customer Connection
2. Customer Engagement
3. Customer Acquisition
4. Customer Delivery
5. Customer Receivables

It was deliberated by key speakers that since cost of acquisition of customer is very high now a days, the startups also need to adopt effective strategies for customer retention.