



## **Denave wins the Asian Customer Engagement Award for Successful use of Technology**

*Prized under the category of Retail Touch Points & Merchandising*

**New Delhi—27th April 2015—** Denave, world's leading technology led sales enablement company, announced today that it has been awarded the Asian Customer Engagement Award for Successful use of Technology under the Retail Touch points and Merchandising category. Denave's nominated campaign stood as the 2nd runner up in this category.

On being felicitated with the esteemed award, **Mr. Snehashish Bhattacharjee, Co-Founder and CEO, Denave** said, "This award is testimony to our efforts and client commitment towards successful project implementation and there cannot be a better reason for motivation than being recognized by industry bodies for the impact we are delivering through our service offerings. The recognition is for our technology enabled Retail Hygiene Management Solution that ensures retail hygiene, real time monitoring (issue tracking and solution based approach) and enhances the overall customer experience. The overall approach in this program enabled the decision making process for the stakeholders and therefore created a direct business impact."

He further stated, "Denave's mobility automation technology platform ReX (Retail Excellence) has been a key contributor in the success of this program by leading to immediate validation and impact. And of course, rigorous training formed the backbone of this project finally resulting in faster turnaround time in terms of issue resolution and improvement in overall retail hygiene."

The Asian Customer Engagement Forum and Awards is in its 4th Edition. The objective of this event is to provide a platform to organisations to showcase and benchmark their work by providing a platform to recognize the best of them. The ACEF program has been organized by professionals who have the expertise in Customer Engagement and is represented by some renowned industry names as its advisory board members.

Denave was felicitated at a glittering ceremony on 25<sup>th</sup> April 2015 at Taj Lands End, Mumbai.

**About Denave:**

Denave is a technology-led global sales-enablement business focused on executing sales strategies to drive profitable revenue growth for its customers. The company has built multi-industry expertise partnering with global businesses and takes a solution-conscious last-mile approach to deliver best practices in sales by leveraging people, processes and technology to drive revenue. With presence in 3 continents (Asia, Europe & ANZ), Denave has reach across 19 countries and 500+ cities globally and has a workforce strength of over 5000 employees. For more information, please visit [www.denave.com](http://www.denave.com).