

SandSIV Has Completed the Integration of Alliera AG and CustVox AG

Written by Australian Business

ZURICH, SWITZERLAND, September 14, 2013 /24-7PressRelease/ -- Alliera and CustVox will now operate under the SandSIV brand. All products and services formerly offered by Alliera and CustVox have now been centralized into a single product line up.

All products and related support services have been entirely integrated, resulting in a single, streamlined company. SandSIV has also launched its new corporate website to coincide with the merger of its two component companies.

As part of the consolidation of CustVox and Alliera business processes and operation, there has been some restructuring of the company as a result of now working under the SandSIV brand. Three new business units have been created. SandSIV Analytics now manages research and development. SandSIV Consulting now manages all consultancy related services, and SandSIV Product Solutions now manages all solution development, management and support platform issues.

These three new business units will combine with the existing Global Sales & Marketing department, to form a single, synergistic corporation that is scalable and agile. As part of the integration process, several key personnel changes have taken place. Federico Cesconi takes up the post of Group Chairman, Louay Al-Doory becomes the Chief Executive Officer, and Frank Warnsing takes over as Chief Operations Office.

SandSIV enables world leading companies to gather superior customer intelligence. Through its cutting-edge Voice of the Customer (VoC) technology and expert Customer Experience Management (CXM) consulting, SandSIV is a recognized global leader in VoC and CXM. SandSIV solutions directly contribute to increased operational efficiency, help accelerate business performance and provide measurable impact on revenues and the bottom-line.