

B2B
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CSWEEK
Expanding Excellence in Customer Service
2023

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Expanding Excellence in Customer Service

A B2B Sales Arrow Case study

CSWEEK
Conference **47**

Brand Excellence Unleashed:

\$16B+ Global IT &
Consulting
Organisation
Achieves Tremendous
Success with
Our Custom Event
Solution

May 2-4, 2023

Charlotte Conventioncenter
Charlotte, NC, USA



Exceptional
attendee Experience



Unmatched
Globe Brand Success



Nutured existing
& New Patnership



CSWEEK
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CLIENT BIO

Our esteemed client is a global powerhouse in Digital Transformation and Consulting Services with a legacy of excellence spanning four decades. With a presence across 46 countries, the IT giant empowers organisations, including 80% of Fortune 500, with innovative and transformative solutions that shape the future of business in the digital era.

ABOUT CS WEEK

The ultimate conference for utility professionals delivers rich content, unmatched learning, and networking. Focusing on the utility CX Puzzle, it equips attendees with essential skills in Billing and payments, Contact Center, and Digital Engagement. General Sessions, Workshops, and the Exhibit Hall offer diverse learning experiences, while networking events foster valuable connections.



CLIENT OBJECTIVE

Establish unparalleled brand authority and foster new client partnerships while revitalising existing ones.

CLIENT REQUIREMENTS

Booth Design & Production:



A standout booth that seamlessly integrates sustainability, empowering the client's brand to reach unprecedented heights of success.

Networking Dinner:



A sumptuous fare for an August assembly of 40 delegates.

CSWEEK Conference 47

CHALLENGES

To produce an attractive booth with sustainable style within a tight budget.

SOLUTIONS



Booth Design & Production:



Our event management specialists conceptualised and brought to life a unique booth that draws in attendees and showcases the client's brand with unparalleled brilliance.

Networking Dinner:



Team B2B Sales Arrow organised an exquisite spread tailored to a prestigious gathering of 40 distinguished delegates. The fine gourmet experience was curated to foster connections and maximise the event's success.





RESULT

Excellence in Event Delivery: Team B2B Sales Arrow Goes Above and Beyond! From impeccable Booth Design to an unforgettable Networking Dinner, our team spared no effort to ensure a custom event experience that wowed the attendees, leaving the Client ecstatic.

CS Week 2023 in Charlotte: A Resounding Success! Beyond fostering relationships, this premier event empowered the esteemed Client with unparalleled delight as existing connections strengthened and new opportunities flourished.

About B2B Sales Arrow

Based out of New York/Bangalore, B2B Sales Arrow is a globally trusted research-based Marketing Technology company with specialisation and a proven track record in



Global Events
(In-person, Virtual, & Hybrid)



Lead Generation



Active Prospecting
(On-ground Lead Generation)



Global Contact Discovery Solutions



Custom Market Research



Corporate Media Production



Social Analytics



Advanced Digital Solutions

Thriving on a passionate workforce of 60+ sharp professionals, Team B2B Sales Arrow assists multi-billion-dollar organisations in carrying out their End-to-End Lead Generation, Booth Design & Production, and Branding initiatives at global benchmark events such as



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