

Panel Discussion | [Customer Data] How we Employed Customer Data to Optimise Their Experience?

THE MARTECH
SUMMIT



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Poll (will be created on sli.do)

Would you provide your information for an enhanced experience or customer service?

Yes

No



- Question 1: To improve the experience using customer data, data must first be collected from the customers but customers' experience might go awry. What are some ways to collect customers' data? Any advice or recommendations on best practices and approaches to collecting customers' data?
- Question 2: How do businesses leverage customers' data to bring an unparalleled customer-first experience? What are some examples?
- Question 3: The pandemic situation has created a paradigm shift where consumers favored online digital channels. Are businesses ready for this shift or lagging behind with insufficient data points to make a smarter decision in anticipating customers' intentions?



Garrett's Takeaway: Full potential value of customer data can be unlocked with human ingenuity and artificial intelligence to elevate the customer experience.

Boonthida's Takeaway: Excellent customer experience is very important for a company's success. The ability to collect, process, and analyze customer data effectively can help businesses plan and execute more effectively to achieve that goal.

Songpon's Takeaway: the main transformation for companies who want to shift to the next level and be ahead of others is data. It has to be best captured, structured and delivered to business within the right time.



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