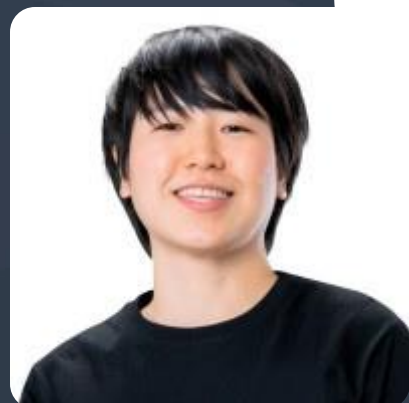


Panel Discussion | [Personalisation] How Hyper-personalisation Could Improve Genuine Customer Engagement and How to Achieve it At Scale?



CENTRAL
RETAIL

KANOKKUL
CHATCHOOCHAIKUL
Head of Customer Analytics &
CRM
Central Retail



ttb

KASIT
HOONPONGSIMANO
Team Lead – Personalized
Content Engagement &
Experience
TTB Bank



NocNoc

ANUPONG TASADUAK
Head of Marketing
NocNoc



Insider

AKBAR SENIOR MOTANI
Country Director / Commercial
Director – Thailand
Insider



slido



What's your biggest challenge when it comes to hyper-personalisation?

- Question 1: What are the key challenges to achieving hyper-personalisation at scale?
- Question 2: Where to start for (hyper) personalisation?
- Question 3: What sort of engagement is required when it comes to (hyper-) personalisation?



Kasit's Takeaway: Know your objectives, start small, and scale based on your success.

Kanokkul's Takeaway: In the era of hyper-personalization, we still need to make it simple. Blah not blah blah both to customers and working team.

Anupong's Takeaway: Understand customers, create demand on what they need

Akbar's Takeaway: Don't get lost with Jargons and trends. Assess your requirements and then invest in technology/solution.



THE MARTECH SUMMIT

Bangkok | 19 & 20 October 2022 | #TheMarTechSummit

braze

gettyimages®

Insider

ON24



Appier

STORYLY

CONNECT X

