

# Panel Discussion | [Marketing Ecosystem] Champion a Customer-Centric Ecosystem That Build Marketing Best Practices and Achieve High Satisfaction



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**What is your main challenge in implementing Customer Centric systems:**

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- What is your definition of a Customer Centric ecosystem?
- What is the challenge to implement a Customer Centric ecosystem today in big organisations?
- Can you share some examples from your experience where enabling a Customer Centric ecosystem resulted in better outcomes?

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- How do you see the future of Marketing Technology with AI, ML, ChatGPT & many other advances in our customer engagement?

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# Key Takeaways

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**Q&A**