

Panel Discussion | [Omnichannel Personalisation] How to Activate Omnichannel Personalisation to Curate New Journeys Across Multiple Channels and Touchpoints

Moderator:



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What are your challenges when executing personalised customer journeys?

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- Data and tech to enable personalisation
- People, training, alignment - How do we adopt tech?
- Execution - Pitfalls and challenges

Is tech and data enough to target right profiles?



Male
Wealthy, Famous, HNW
Born in 1948
Raised in UK
Married twice
Lives in a castle



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Key Takeaways

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Q&A