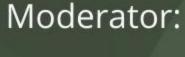
Panel Discussion | [Omnichannel Personalisation] How to Activate Omnichannel Personalisation to Curate New Journeys Across Multiple Channels and Touchpoints



CRM Tech Lead, Fairprice Group



ZHILIANG LI Head of CRM, ZALORA





PUJA BUKHARI
Senior Vice President
MarTech Lead,
Citibank



slido



What are your challenges when executing personalised customer journeys?

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

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





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

Key Takeaways



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

A&P

