## Panel & Roundtable Discussion [Customer Privacy] How we **Balance Customer Privacy and Customer Experience**



### **GLADWIN NGO**

Director, Performance Marketing, Crimson Education



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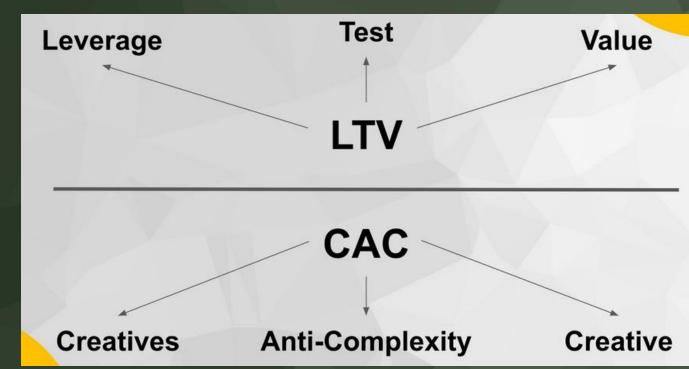
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How to navigate customer privacy & customer journey drive customer experience

Gladwin's point of view

LTV (Lifetime Value)

**CAC** (Customer Acquisition Cost)



 Dhillon's point of view Customer Engagement & touchpoints (healthcare) perspective)





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## **Roundtable Questions**

- What are your pain points on customer privacy?
- Any solutions / recommendations to resolve the challenges?
- How to deal the change in customer privacy concerns?

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