

Panel Discussion | [Digital Transformation]

How to Deal with Today's Customers with Yesterday's Technology?



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What is the most pressing challenge your organisation faces when dealing with legacy systems?

ⓘ Start presenting to display the poll results on this slide.

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Question 1

What are the challenges on balancing investment in terms of time and effort to achieve lifetime value when you know yesterday's technology should be replaced?

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Question 2

The focus of digital transformation is more value-driven from achieving enhanced customer experience, instead of rewarding through benefits.

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Question 3

What strategies have you developed in a creative way without utilising any digital marketing to acquire new customers or to enhance the customer acquisition database?

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Question 4

How to leverage partnerships of advance technologies (e.g. AI) to create solutions on customer management & content management?

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Key Takeaways

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A graphic consisting of two overlapping speech bubbles. The top one is pink and contains a white question mark. The bottom one is blue and contains three white dots.

Q&A



Scan here to submit your questions!