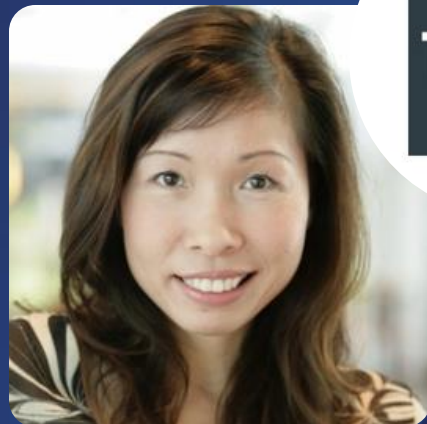


# Interactive Panel | **[CRM Optimisation]** How to Optimise Customer Relationship Management (CRM) to Succeed in Your Full-Funnel Marketing Strategy and Boost Sales?



**CAROLINE LEONG**

[Moderator]  
Chief Customer Officer  
TEEG



**JULIEN FEY**

Head of Business Generation  
Prudential Assurance



**Vivek Gupta**

Senior Vice President,  
Customer Science & Customer  
Segment  
DBS Bank



**Shweta Jhamb**

Head of E-commerce & Media  
SEA & Taiwan  
Haleon

**The MarTech Summit Singapore  
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25 October 2023

PARKROYAL COLLECTION Marina Bay

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**Sales Teams and Revenue Generation**



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## **Data and Customer Experience**



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**What's Next for CRM?**

slido



**At what stage is your adoption of AI  
in Marketing?**





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## **Key Takeaways**



## Interactive Panel | [CRM Optimisation] How to Optimise Customer Relationship Management (CRM) to Succeed in Your Full-Funnel Marketing Strategy and Boost Sales?

**Q&A**