

Panel Discussion | [Omnichannel Personalisation]

How to Activate Omnichannel Personalisation to Curate New Journeys Across Multiple Touchpoints



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Which omnichannel do you struggle with the most?

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

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Question 1

How to utilise data & technology to enable personalised customer journey across channels?

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Question 2

How does a personalised approach increase omnichannel user engagement and retain customer loyalty?

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Question 3

Execution of omnichannel strategies (pitfalls & challenges, how?)

Future state of optimising customer journey.

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Key Takeaways

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Q&A



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