

The MarTech Summit London 2023

Chairperson Introduction



MAURO FIGUEIREDO

Director, MarTech & Center
of Excellence,
Techcombank

Panel Discussion | **[Digital Transformation]** How to Deal with Today's Customers with Yesterday's Technology



Lottoland

MARK WILSON

Group Head of Marketing Technology, Lottoland



HSBC

CHRIS WOOD

Global Head of B2B Marketing Strategy, Customer Segments, HSBC



TECHCOMBANK

MAURO FIGUEIREDO

Director, MarTech & Center of Excellence, Techcombank



MessageGears

INGRID THORPE

Senior Director, Product, MessageGears

slido



What's the biggest factor that's driving change in your organisation?

① Start presenting to display the poll results on this slide.

Panel Discussion | [Digital Transformation] How to Deal with Today's Customers with Yesterday's Technology

Question 1

Where to start?

Panel Discussion | [Digital Transformation] How to Deal with Today's Customers with Yesterday's Technology



SOURCE: GARTNER

Panel Discussion | [Digital Transformation] How to Deal with Today's Customers with Yesterday's Technology

Question 2

How do we make sure no steps are missed?

Panel Discussion | [Digital Transformation] How to Deal with Today's Customers with Yesterday's Technology

Question 3

How do we keep the vision and momentum long term?

Panel Discussion | [Digital Transformation] How to Deal with Today's Customers with Yesterday's Technology

Key Takeaways

- **Mark's Takeaway:** 'Yesterday's technology' is a bar that keeps moving. Transformation is a constant, ongoing process rather than one piece of work with an end date.
- **Chris's Takeaway:** Make sure you know what really matters to your customers. Be super clear on your why!
- **Mauro's Takeaway:** People, Tech and Process – ensure balance in all of these while delivering the expect customers experiences to meet their needs. The learning is on-going, and tech is only one part of the solution. A digital transformation at times will impact ways of working, process and most importantly a mind-set shit. Tech is only an enabler, through our teams deliver value to our customers.
- **Ingrid's Key Takeaway:** Your customers don't care about your transformation project unless it benefits them. Transformation will always be ongoing as new tech emerges. These days customers demand that any communication or interaction you have with them is hyper personalised, relevant and in the channel they prefer. They also don't want to hear their personal data has been leaked all over the internet. There is no way you can achieve these demands without an effective data strategy supported by great tech. Choose modern tech like MessageGears that has the right security focused architecture at its core, that sits on top of your data, in your environment and supports hyper personalisation across any channel you desire at scale.

Panel Discussion | [Digital Transformation] How to Deal with Today's Customers with Yesterday's Technology



Q&A



Scan here to submit your questions!