

# The MarTech Summit London 2023

## Chairperson Introduction



**MAURO FIGUEIREDO**

Director, MarTech & Center  
of Excellence,  
Techcombank

# Fireside Chat | **[Customer Data]** How to Validate Customer Data to Align with Your Brand Strategy



**BEN WATERHOUSE**

Global CRM Systems  
Manager, Freshfields  
Bruckhaus Deringer LLP



**ESZTER MORVAI**

Head of Customer Data  
Platform, Aviva



**What are your biggest obstacles to effective data validation in your organisation?**



Fireside Chat | [Customer Data] How to Validate Customer Data to Align with Your Brand Strategy

## Question 1

**How have you landed to where you are now?**

Fireside Chat | [Customer Data] How to Validate Customer Data to Align with Your Brand Strategy

## Question 2

**What are your top tips to create a single view of the customer?**

slido



**Where are you on your data journey?**

Fireside Chat | [Customer Data] How to Validate Customer Data to Align with Your Brand Strategy

### Question 3

**Once you have single customer view - how does it inform your brand strategy and enhance CX?**

Fireside Chat | [Customer Data] How to Validate Customer Data to Align with Your Brand Strategy

## Interactive Roundtable

**Congrats Eclairs lovers!**  
**You're the moderators 🙌🙌**





Fireside Chat | [Customer Data] How to Validate Customer Data to Align with Your Brand Strategy

## Interactive Roundtable Session

### Discussion Questions

- What are the challenges and pain points in your industry/organisation to carry out a single view of the customer?
- What is your top tip on how to create the single view of the customer?

Fireside Chat | [Customer Data] How to Validate Customer Data to Align with Your Brand Strategy



## Roundtable Key Takeaways



Scan here to submit your key takeaway!

slido



**Please submit the key takeaways from your table!**

## Fireside Chat | [Customer Data] How to Validate Customer Data to Align with Your Brand Strategy

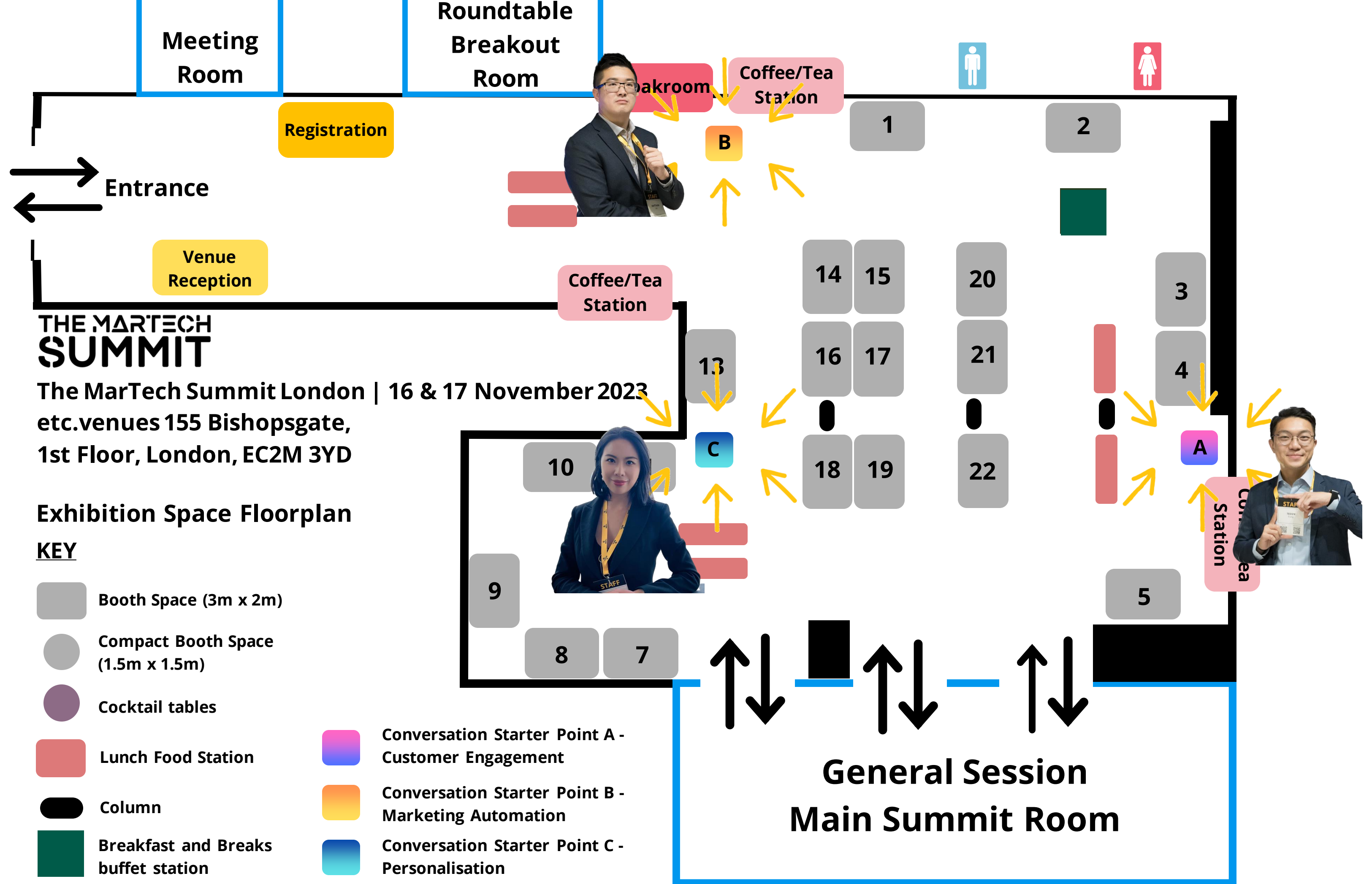
### Key Takeaways

#### Eszter's Takeaway:

1. Less is more! - is there a million £ hiding in your database?
2. Know your destination – what does your data need to enable you to do?
3. Manage the “matrix” - focus on data source management, meta data management and master data management

#### Ben's Takeaway:

1. Creating a single view of the client is not just a technical endeavour; it's a strategic imperative;
2. Integrating, automating and validating your internal data lays the core foundations;
3. Data augmentation and enrichment can turn your organisation into a proactive, data-driven business which transforms the customer experience.





# Go find these points & questions and start your conversations!!!

