

Panel Discussion | [Personalisation]

Next-Level Customer Relationship Management: Personalisation in the Digital Era



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Poll Question

What percent of consumers expect companies to deliver personalized interactions?

- A. Over 20%**
- B. Over 55%**
- C. Over 71%**
- D. Over 89%**

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Question 1

- **How can businesses effectively leverage customer data to deliver personalised experiences that resonate with individual preferences and behaviors?**

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Question 2

- **What are some successful examples of companies that have integrated their CRM efforts across various channels to provide a consistent and personalised experience to their customers?**

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Question 3

- **What are the main challenges companies face when implementing personalisation strategies, and how can they overcome these challenges to ensure successful execution?**

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Question 4

- **What is the next phase of/future of personalisation or customer experience? How do companies connect with the customers in the micro-moments?**

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Question 5

- **How to balance privacy vs personalisation?**

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Key Takeaways