

Fireside Chat | **[Omnichannel Personalisation]** How to Activate Omnichannel Personalisation to Curate New Journeys Across Multiple Channels & Touchpoints



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Do you use Omnichannel strategy in your company?

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Are you using OKRs in your company? If yes do you find them useful to drive Omnichannel strategies?

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Question 1

- **What is your omnichannel approach and how you started?**

Question 2

- **Where you succeeded and failed?**

Question 3

- **The data - how to work with it for personalization?**

Key Takeaways

Q&A

Roundtable Discussion

1. What are the main challenges you've faced when it comes to omnichannel personalisation?
2. What are the top tips to create personalised experience from offline to online?

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Key Takeaway

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