Panel Discussion | [Omnichannel Personalisation] How to Elevate Multi-Dimensional Brand Loyalty with 360-Degree Customer Engagement

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Question 1

What is that ONE emerging technology or trend you believe will play a significant role in enhancing omnichannel personalisation and customer engagement?

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Question 2

How can brands go beyond basic customer segmentation to understand and predict customer preferences and behaviour?

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Question 3

Sometimes marketers tend to use the words 'multi-channel' and 'omnichannel' interchangeably. Do you think there's a difference between the two and how do you define omnichannel customer engagement?

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Question 4

The customer experience is becoming equally, if not more, important than the product. Has experience become the new product?
Do you think the boundaries have been blurred and is there a need to segregate the two?

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Question 5

**This segregation of product and CX may be further complicated given the target audiences that your company is serving.
How do you then personalise your marketing approaches to serve so many groups of audiences?**

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Bonus Questions

How can physical experiences and digital experiences work in tandem to increase customer satisfaction?

What are the data analytic tools that you would often rely on to help you with making key decisions for omnichannel customer engagement?

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Q & A

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