

Panel Discussion | [CRM]

How to Optimise Customer-Relationship Management (CRM) to Harness Buyer/Client Insights to Boost Sales?



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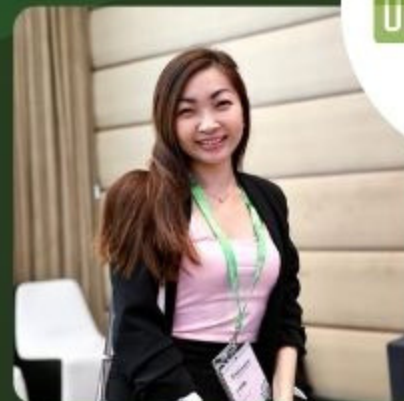
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Are you using a CRM system in your organisation?

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How satisfied are you with your current CRM (system, process, tools, etc)?

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

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In your organisation, what is the biggest roadblock in integrating CRM with various marketing platforms?

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Question 1

How has this integrated CRM changed the way you engage with customers in terms of leveraging buyer insights to guide sales strategies and tactics? Can you share successful use cases?

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Question 2

With all the advances in CRM automation, how do you ensure that you do not lose the personal touch in dealing with customers?

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Roundtable Discussion

1. Challenges / painpoints of CRM integration with email marketing platforms, social media management tools, e-commerce platforms, and analytics software.
2. Best practices for leveraging MarTech / automation in streamlining CRM processes.

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Challenges / painpoints of CRM integration with email marketing platforms, social media management tools, e-commerce platforms, and analytics software.

Best practices for leveraging MarTech / automation in streamlining CRM processes.