

Panel Discussion | [Revenue Generation]

The Ideal Customer Journey: Turning an Unknown Individual into a Loyal Brand Advocate



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How do you measure loyalty?

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

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Question 1

How do you turn an unknown customer to a brand advocate?

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Question 2

What role does technology play in driving loyal customers?

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Roundtable Discussion

1. What are the most surefire ways to generate loyal customers?
2. What are the most undervalued/overlooked?
3. What is overvalued/overused that actually don't move the needle?