

Panel Discussion | [Predictive Analytics] How to Use Predictive Analytics to Anticipate Customer Behaviour for Strategic Engagement?



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 trust

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Do you use much predictive analytics to drive customer engagement efforts within your organisation?

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

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Do you feel that you have most stakeholders in your organization buy into the value of such predictive analytics output?

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Question 1

How would you define strategic customer engagement?

How has predictive analytics helped you better engage your customers?

Give some examples of predictive models you may have used.

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Current challenges when you're leveraging predictive analytics in your organisation.

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Question 2

How did you overcome the challenges and pain-points you faced whilst trying to drive analytics within your organisation?

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Question 3

If there is one thing you liked to predict about the customer, what would that be and why?

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Q & A

to be operated on
sli.do

UPCOMING EVENTS

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