



Panel Discussion | **[Consumer Intelligence]** Mastering Customer Insights through Feedback, Journey Mapping, & Loyalty Triumphs



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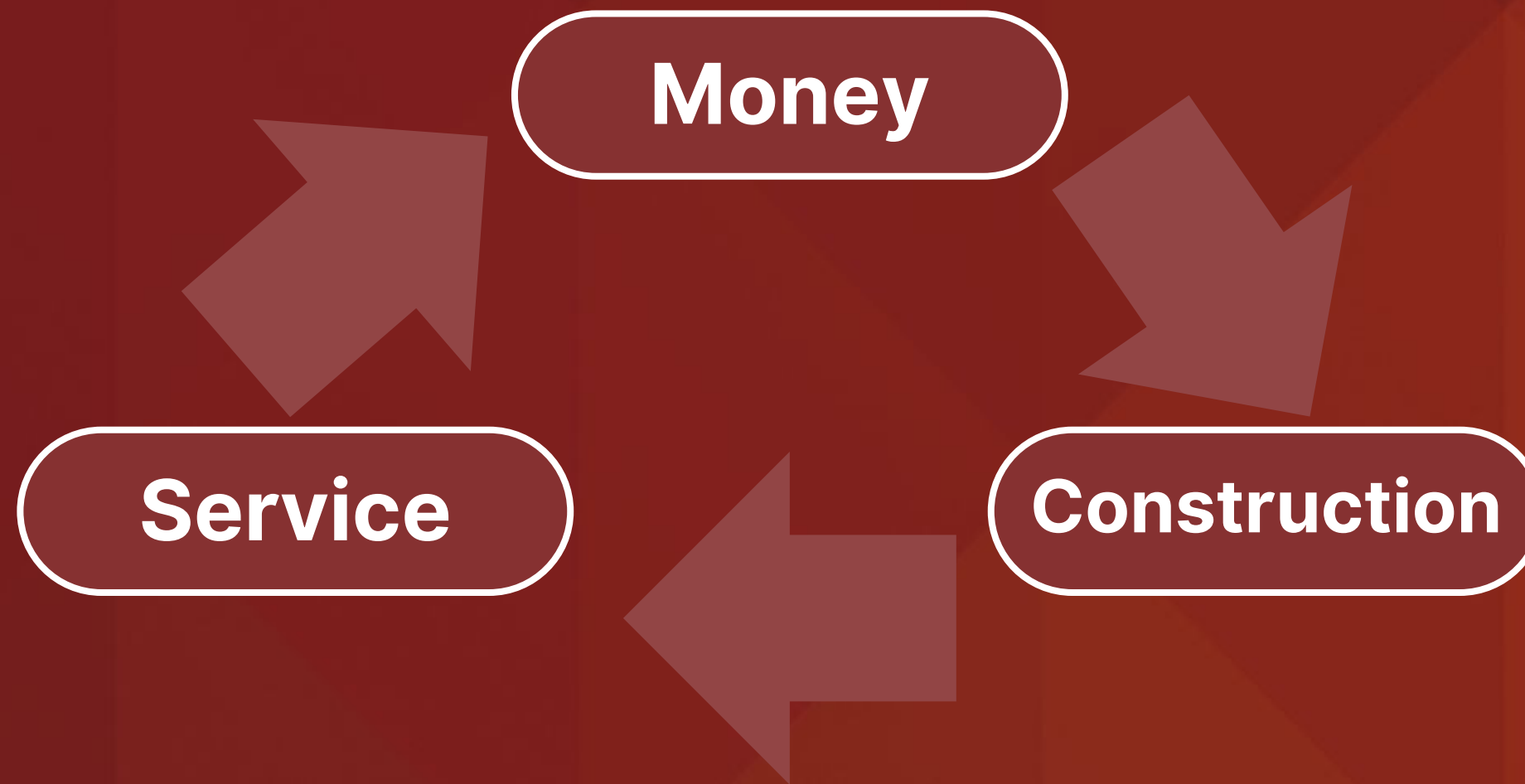


How much anchored are customer journeys in your organisation?



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Question 1

Where does the customer journey start and end in your opinion?

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Which data source provides the most valuable customer insights for your organisation?

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



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Question 2

How to bring customer journeys to life in your organisation?

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Question 3

How do you reconcile the in-person vs. the digital customer journey?



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Question 4

How can you leverage feedback to improve customer engagement?

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