



# Panel Discussion | **[Future of Work]** The Work of Marketing: How to Transform & Align Marketing Teams to be Future-Oriented & Digital-Ready



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Bank BTN



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Head of Marketing  
Reku [Moderator]

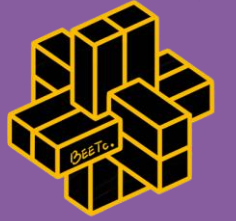
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**What are the problems that your team/company typically faces when trying to upskill their employees to become digitally ready?**

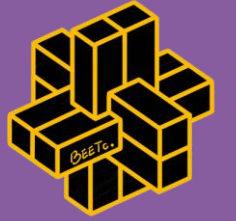
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## Question 1

**Everybody talks about being 'digital-ready,' but what is the real definition of 'digital-ready' for you and your marketing team?**

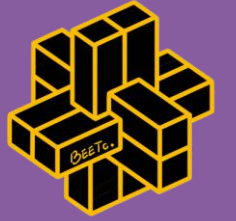


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## Question 2

**Do you have any success stories to share on how you implemented 'digital ready' systems in your team?**



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PLUS by BTN Prioritas is a website-based service – mobile friendly with a membership concept provided specifically designed for BTN Prioritas customer. The presence of PLUS is an effort to translate the customer value proposition "Defining Your Priority" so that its benefits can be truly enjoyed by customers.

Customers can access PLUS by BTN Prioritas with registered phone number or e-mail address through [www.definingyourpriority.com](http://www.definingyourpriority.com).



- ✓ Customers are able to choose the gift based on their own preference on digital platform
- ✓ Bank will have more control on loyalty reward budget
- ✓ Sales troops will be more focus on their performance



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- Banking Privilege
- Birthday/Festive Gift
- Membership Coupon
- Concierge Service

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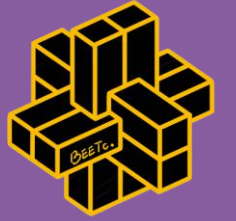
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### Question 3

**Have you ever faced any failures, difficulties, or challenges when trying to implement digital systems in your marketing team? How did you overcome them?**



**3UMMA** UNTUK INDONESIA



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Nasabah agar berhati-hati terhadap segala bentuk penipuan yang mengatasnamakan Bank BTN. Penempatan Dana hanya dilakukan ke rekening pribadi Nasabah.

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Tipe Tabungan :  
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Lama Tambah Dana :  
3 Bulan

Jumlah Tambah Dana :  
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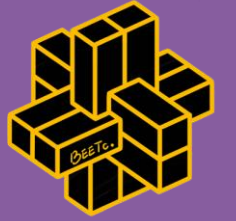
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dan banyak pilihan lainnya!



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## Question 4

**How can you convince management to start investing in digital infrastructure and digital-ready talent? Do you have any interesting stories to share?**

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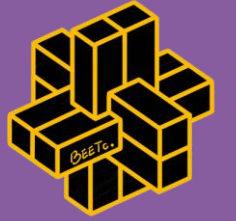


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<b>Gen Z</b>	<b>Millennial</b>	<b>Gen X</b>	<b>Baby Boomer</b>
Born: 1995-2015 Age: 6-26 years	Born: 1980-1994 Age: 27-41 years	Born: 1965-1979 Age: 42-56 years	Born: 1944-1964 Age: 57-77 years

With almost 275.5 million people, 12.6 K islands

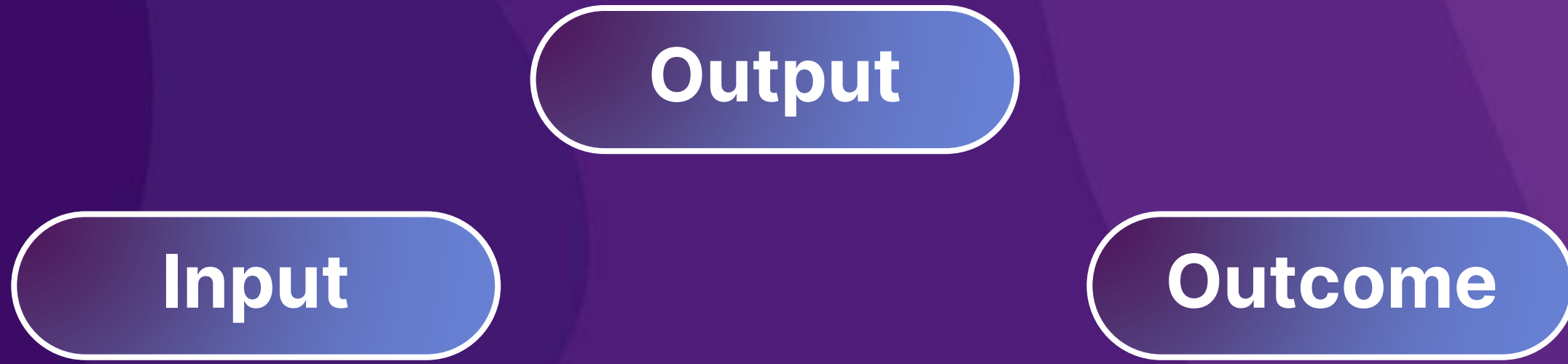


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## Question 5

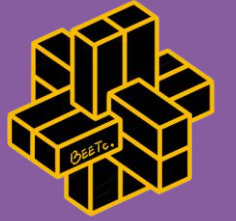
**What does success look like? What are the characteristics of a successful Digital Ready Marketing**

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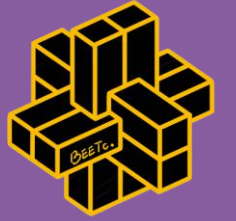


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**Q & A**

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**Key Takeaway**

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