



Panel Discussion | [Customer Experience]

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



THE MEDICAL CITY
Where Patients are Partners

JAN CLARIZZE ALBERTO

Head, Marketing & Corporate
Communications & Center for Patient
Experience

The Medical City South Luzon

[Lead Panellist]



NEWPORT
World
RESORTS

CHERRY MAE POBLETE

Asst. Director for Commercial
Marketing

Newport World Resorts



gm

TONI PEARL ROMO

Customer Engagement Lead
General Motors Philippines

slido



What is the most critical stage in turning an unknown individual into a loyal brand advocate?

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



Scan badge
QR code to
submit
questions!

Panel Discussion | **[Customer Experience]** The Ideal Customer Journey: Turning an Unknown Individual into a Loyal Brand Advocate

Question 1

Why is customer journey mapping important and how it is beneficial to the business?



Scan badge
QR code to
submit
questions!

Panel Discussion | **[Customer Experience]** The Ideal Customer Journey: Turning an Unknown Individual into a Loyal Brand Advocate

Question 2

What is the most critical stage in turning an unknown individual into a loyal brand advocate?



Scan badge
QR code to
submit
questions!

Panel Discussion | **[Customer Experience]** The Ideal Customer Journey: Turning an Unknown Individual into a Loyal Brand Advocate

Question 3

How do you quantify that you have successfully veer an unknown individual into a loyal brand advocate?



Scan badge
QR code to
submit
questions!

Panel Discussion | **[Customer Experience]** The Ideal Customer Journey: Turning an Unknown Individual into a Loyal Brand Advocate

Question 4

In your respective line of business, what is a good customer experience?



Scan badge
QR code to
submit
questions!

Panel Discussion | **[Customer Experience]** The Ideal Customer Journey: Turning an Unknown Individual into a Loyal Brand Advocate

Q & A