



Panel Discussion | **[Customer Lifetime Value]** The Importance of Customer Lifetime Value for CX Leaders



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Which aspect of Customer Lifetime Value (CLV) do you consider most critical for CX leaders to focus on?

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Question 1

How can CX leaders enhance the customer journey and lifetime value through a unified experience?



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Question 2

It could be a common challenge for business units to justify implementation of programs and campaigns. Usually we're asked for results immediately. How can we let our organisations understand the impact of how we design customer journeys to our activities as CX leaders and marketers?



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Question 3

What ideas can you share to our fellow leaders and marketers when it comes to engaging with customers better, and making their journey smoother?

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Q & A

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