

Fireside Chat | **[Customer Engagement]**

Building Bridges: The Convergence of Digital Experience, Trust & Loyalty



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In one word, what is the biggest barrier to building trust with customers in the digital age?

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

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Question 1

How do you define customer engagement in today's digital-first world? Has the definition evolved in recent years with the rise of new technologies?



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People
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Question 2

How do you ensure that the customer experience still feels personal & builds trust rather than just being transactional?



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GEN 365

The World at Your Fingertips



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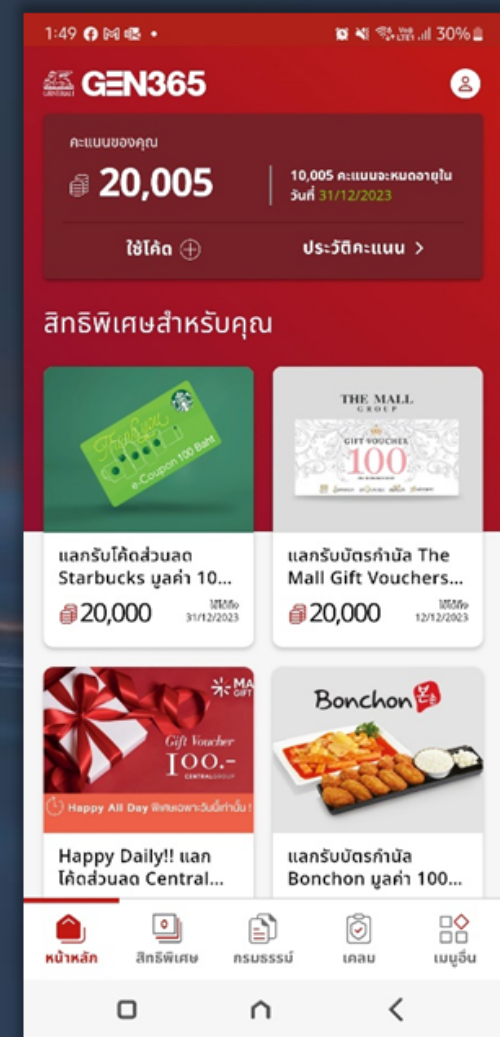
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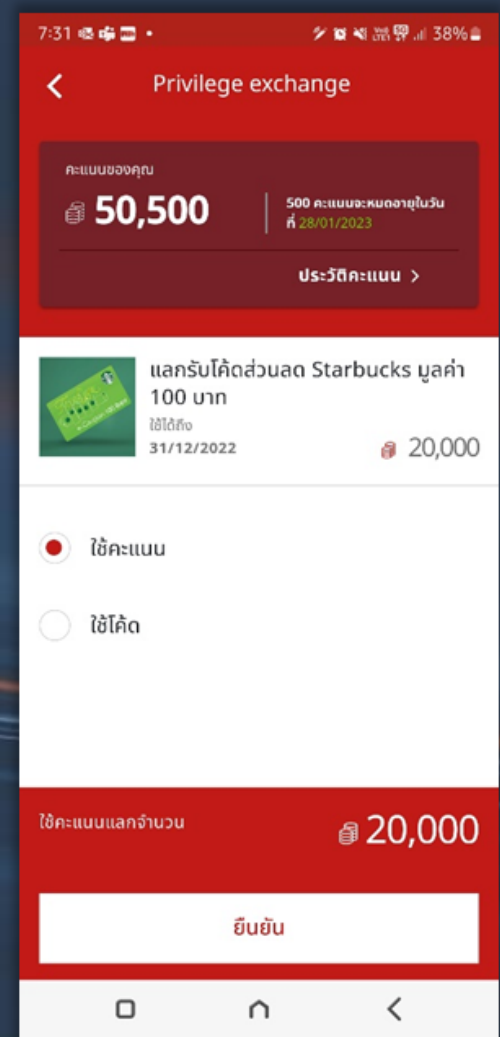
CONVENIENT ANYWHERE ANYTIME



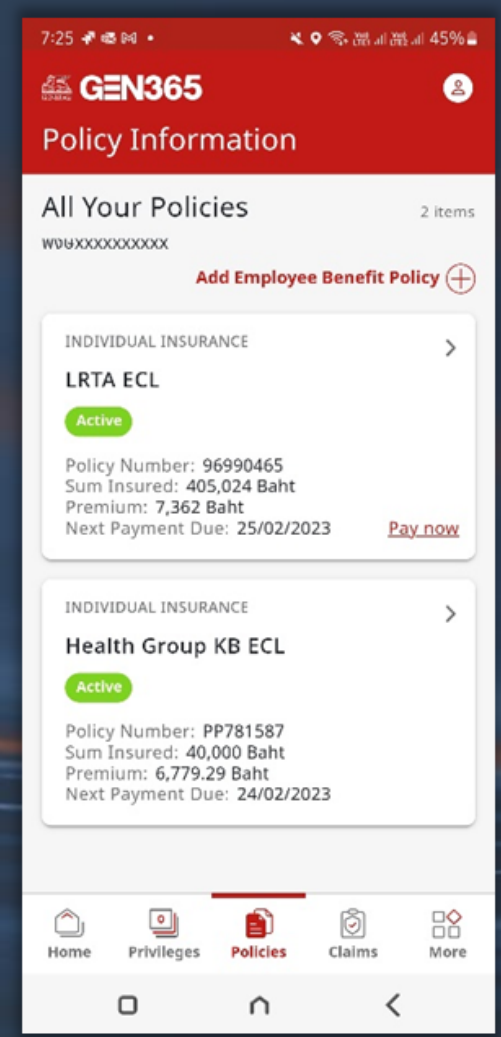
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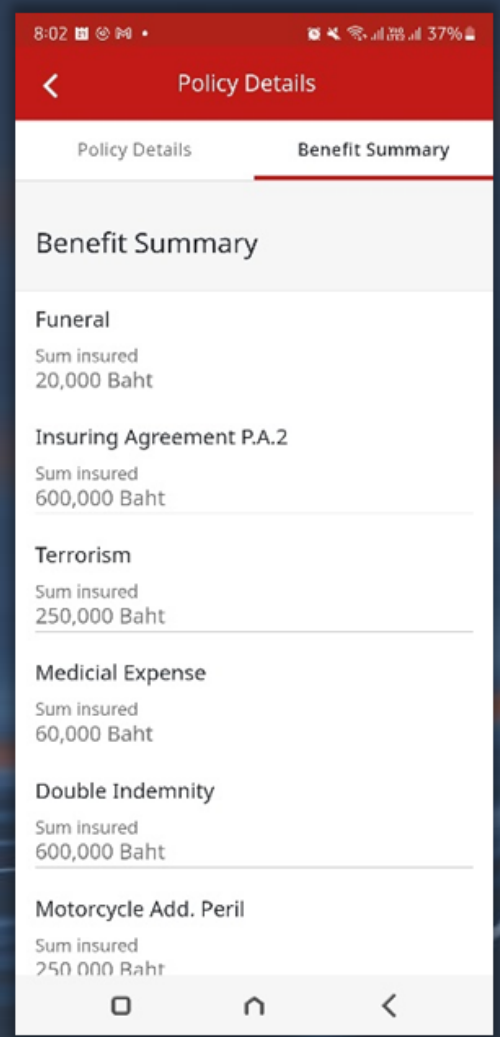
Policy List



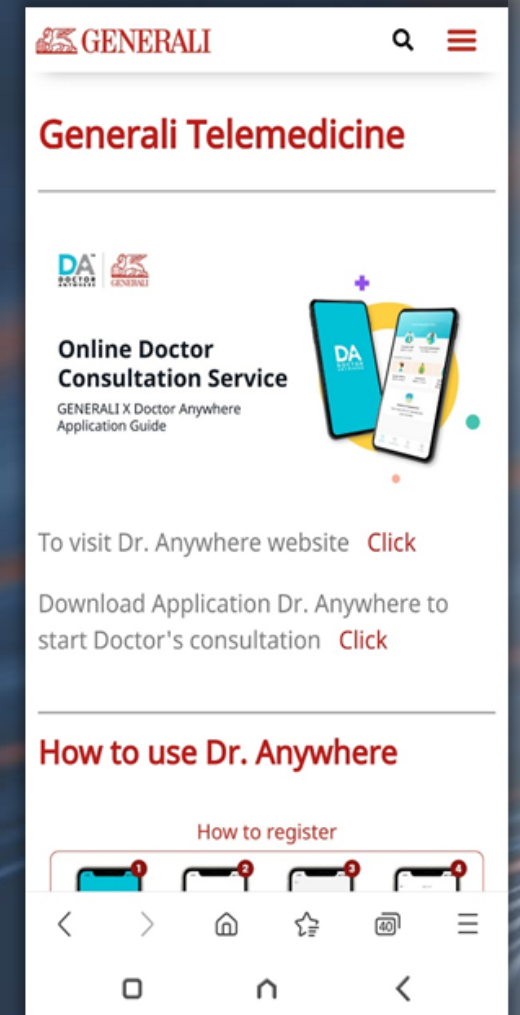
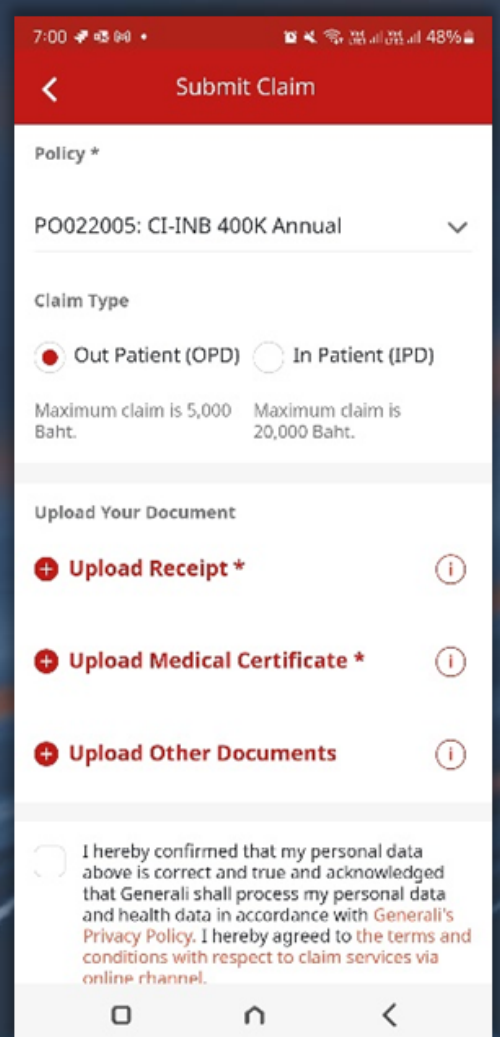
Benefit & Coverage



Submit claim

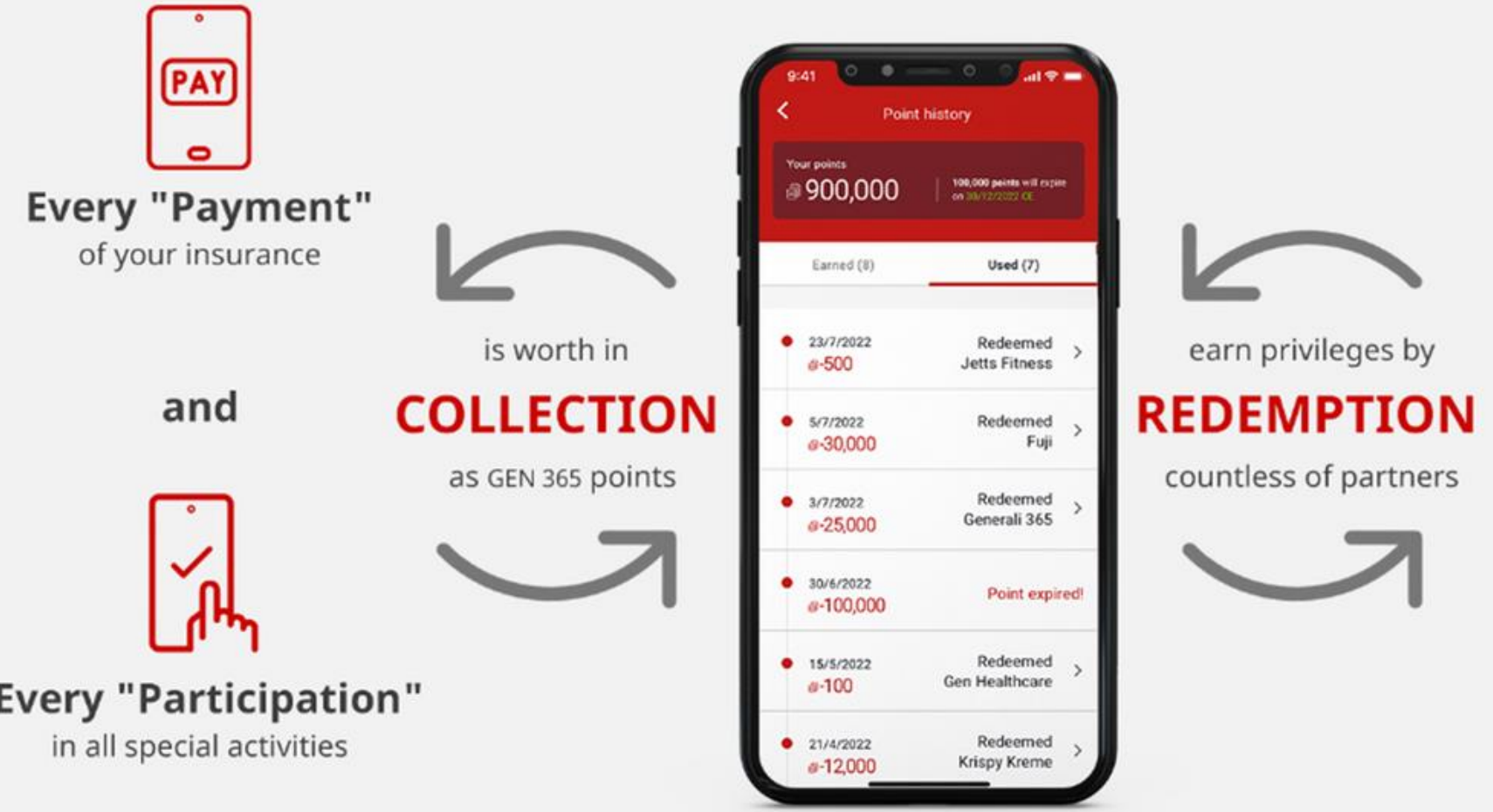


Telemedicine



Culture, People CX Personalisation

Engage with customers through our Loyalty program



As-Is **100+ BRANDS**

Rewards from various categories

HIGH TIER

- แถมรับ บริการ Global Airport Lounge ชั้น White Glove มูลค่า 1,500 บาท
- แถมรับ บริการ Limousine service รถยนต์ Toyota Alphard มูลค่า 3,150 บาท
- แถมรับ โปรแกรมตรวจสุขภาพ Gen Health Care จากโรงพยาบาลชั้นนำ

MIDDLE TIER

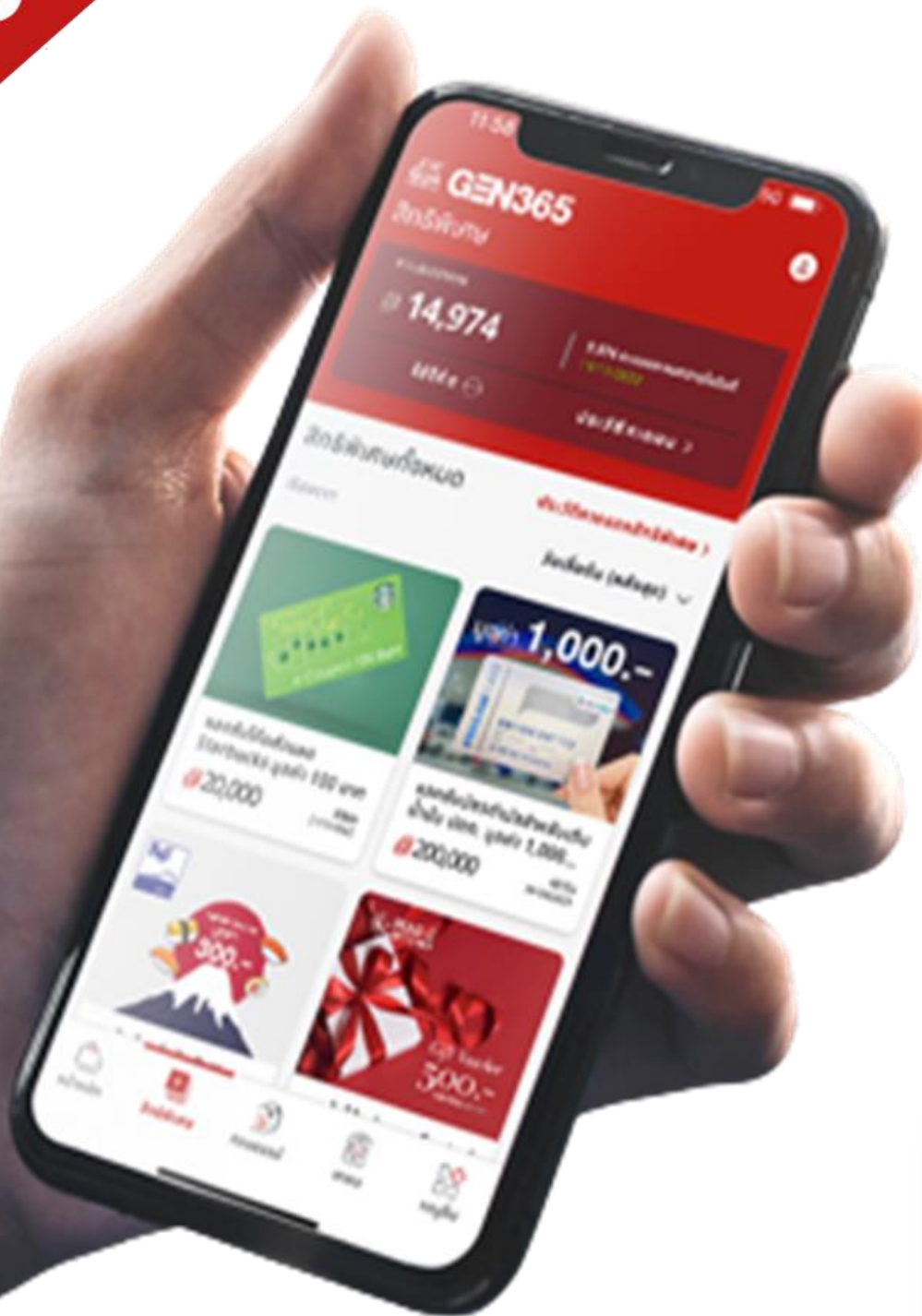
- แถมรับ After You e-Coupon มูลค่า 50 บาท
- แถมรับ Boost Juice Bars e-voucher มูลค่า 100 บาท
- แถมรับ Sweet Pretzel 1 ชิ้น มูลค่า 45 บาท
- แถมรับ McDonald's มูลค่า 29 บาท (ข้าว + ไข่)
- แถมรับ E-Voucher Burger King มูลค่า 100 บาท
- แถมรับ อีบุ๊ค Greyhound Cafe มูลค่า 100 บาท
- แถมรับ Mega อนุบาลวัยเด็ก มูลค่า 89 บาท
- แถมรับ Swensen's Kamu มูลค่า 60 บาท
- แถมรับ KID The E-Voucher มูลค่า 50 บาท
- แถมรับ Swensen's e-voucher มูลค่า 100 บาท

FREE POINTS

- แถมรับ ไข่ทอดกรอบพรีเมียม โอ๊ค 199 บาท
- แถมรับ 150 บาท
- แถมรับ On top 5%
- แถมรับ 200 บาท



Culture, People CX Personalisation



TOTAL USERS

500,000+

MONTHLY ACTIVE USERS

30%

USERS ENGAGE WITH ROYALTY PROGRAM

80%

REDEEM TRANSACTION PER MONTH

10,000+

CUSTOMER RETENTION

93%

customers using GEN365 reward system



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Question 3

With increasing competition and customer expectations, what innovative strategies are you seeing for fostering long-term loyalty, especially in the digital space?



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Key Takeaway



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Q&A



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