B2C THE MARTECH 12 & 13 November 2024 DAY2 SUMMIT Convene 155 Bishopsgate London

Panel Discussion | [Loyalty] Crafting the Perfect Customer Journey



KATHERYN THOMAS

Senior CRM Manager L'Occitane



FT FINANCIAL TIMES

SAM LEWIS-WILLIAMS

Head of Marketing Automation Financial Times





ELAINE CHUM

Area Head of Digital & Omnichannel, Western Europe BAT

• ITERABLE

BAT

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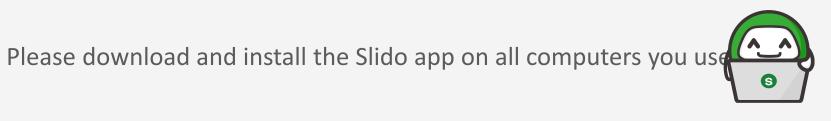
Customer Success Manager Iterable [Moderator]





What challenges do you face across your customer journey?

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







Where does your organisation currently stand in developing & executing a customer journey strategy? What progress or key milestones have shaped your approach?

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How can businesses achieve effective personalization, & what resources are essential to support this? Additionally, how does understanding the customer's lifestyle factor into your approach?





What key strategies are effective for building lasting relationships, driving retention, and converting customers into brand advocates?



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