



# Panel Discussion | **[Loyalty]** Crafting the Perfect Customer Journey



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**What challenges do you face across your customer journey?**

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## Question 1

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

## Question 2

**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?**

### Question 3

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

Q&A