

Panel Discussion | **[Omnichannel Experiences]** Unveiling the Secrets to Omnichannel Consistency Excellence for CX



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slido

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In 2024, what emerging technologies or trends will play a significant role in enhancing omnichannel personalisation and customer engagement?

① Start presenting to display the poll results on this slide.

CENTRAL FOOD GROUP

The largest supermarket chain in Thailand and one of the business units under Central Group

CFG operates under different banners covering large, small offline stores, as well as online

TO BECOME THE LEADER OF FOOD EXPERIENCE FOR ALL



OUR CORE BUSINESSES

CENTRALGROUP

EUROPEAN
LUXURY STORES



CENTRALRETAIL



CENTRALPATTANA



CENDEL
CENTARA
HOTELS & RESORTS
CRG



A WORLD-CLASS LEADER IN RETAIL, SERVICE BUSINESSES AND THE DIGITAL LIFESTYLE

DEPARTMENT
STORES

FOOD

SPECIALTY &
HARDLINE

MALLS

OFFICES

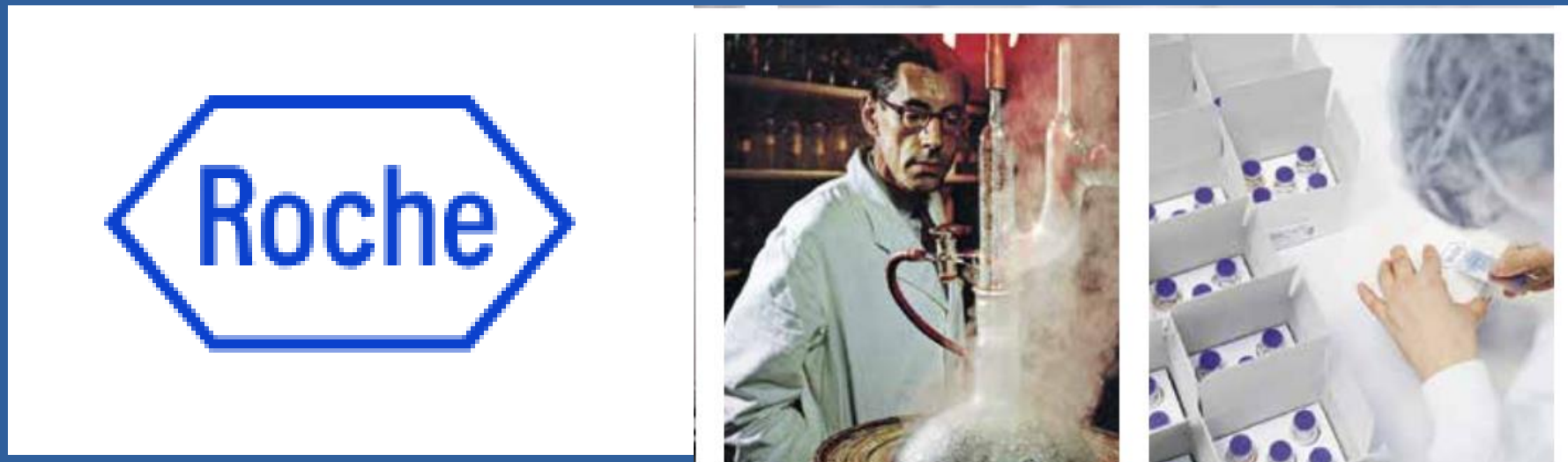
RESIDENCES

HOTELS

RESTAURANTS

DIGITAL LIFESTYLE & LOYALTY PLATFORMS

Current



Top 10 largest pharmaceutical company in the world

Our impact

28 million

people are treated with our medicines each year¹

12.2 billion

CHF invested each year on research and development¹

Previous

MARKETING

USER EXPERIENCES

ECOMM

BUSINESS STRATEGY



ANALYTICS

#1 Global Cloud Communications Platform, trusted by retail and eCommerce's most disruptive companies



GLOBAL FOOTPRINT



STELLAR GLOBAL RETAIL & ECOMMERCE CLIENT BASE



bukalapak	BURGER KING	Chocolife me	Volpy
flamingo	KFC	KING POWER	Walmart
السوق المفتوح opensooq...	PAOLO CONTE	PAPA JOHN'S	WÜRTH
Sprite	Unilever	Virgin	PHILIPS
Comex	COSTCO WHOLESALE	daraz	SAMSUNG
lamoda	LG	L'OCCITANE EN PROVENCE	SHIP

INTEGRATION PLATFORMS



VTEX	shopify
BIGCOMMERCE	Adobe Commerce
salesforce	servicenow

50+

INTEGRATION PARTNERS

Extensive Marketplace

75+

OFFICES ON 6 CONTINENTS

Global reach > 190 countries

3.6K+

EMPLOYEES GLOBALLY

Global presence, local reach

40+

DATA CENTERS GLOBALLY

Scalable infrastructure

800+

DIRECT OPERATOR CONNECTIONS

Largest global MNO network

37BN+

MONTHLY INTERACTIONS

Infrastructure to handle vast volume

A product stack that delivers

FUELED BY GENERATIVE AI

Infobip Marketplace

Application extensions and add-ons for Infobip products, as well as integrations between Infobip and other software applications.

INFOBIP AI HUB - CONVERSATIONAL EXPERIENCE PLATFORM

CONVERSATIONAL COMMERCE / CONVERSATIONAL MARKETING / CONVERSATIONAL SUPPORT

Experiences

The AI-driven conversational cloud solution. Create conversational experiences at ease with a generative AI-powered, no-code journey builder that will engage your audience, foster customer loyalty, and drive business growth.



Moments

Conversational / Chat Customer Engagement Solution that centralizes your customer data and uses it to personalize, segment, and build omnichannel customer journeys that are tailored to your customers' wants and needs.



Conversations

Improve customer experience and agent performance through seamless conversational / chat interactions managed in a unified cloud contact center solution.



Answers

Provide a superior customer experience by offering automated and Gen AI Powered always-on communication across the world's widest range of channels, and at the same time reduce costs.



People CDP

Customer Data Platform that collects, unifies, manages, and activates customer data from many sources into one single customizable interface.

COMMUNICATION CHANNELS



SMS



MMS



RCS



Voice



Email



Number
Lookup



Silent Mobile
Verification



TELCO CORE ENABLEMENT

Anam
SMSC



Anam
Protect



Anam
Identity
(Camara)



Anam
Hub



INTEGRATIONS

Microsoft



ORACLE

Adobe

HubSpot

shopify

servicenow

zapier



Infobip is recognized as a leader in communication and conversational commerce



Figure 1: Magic Quadrant for Communications Platform as a Service

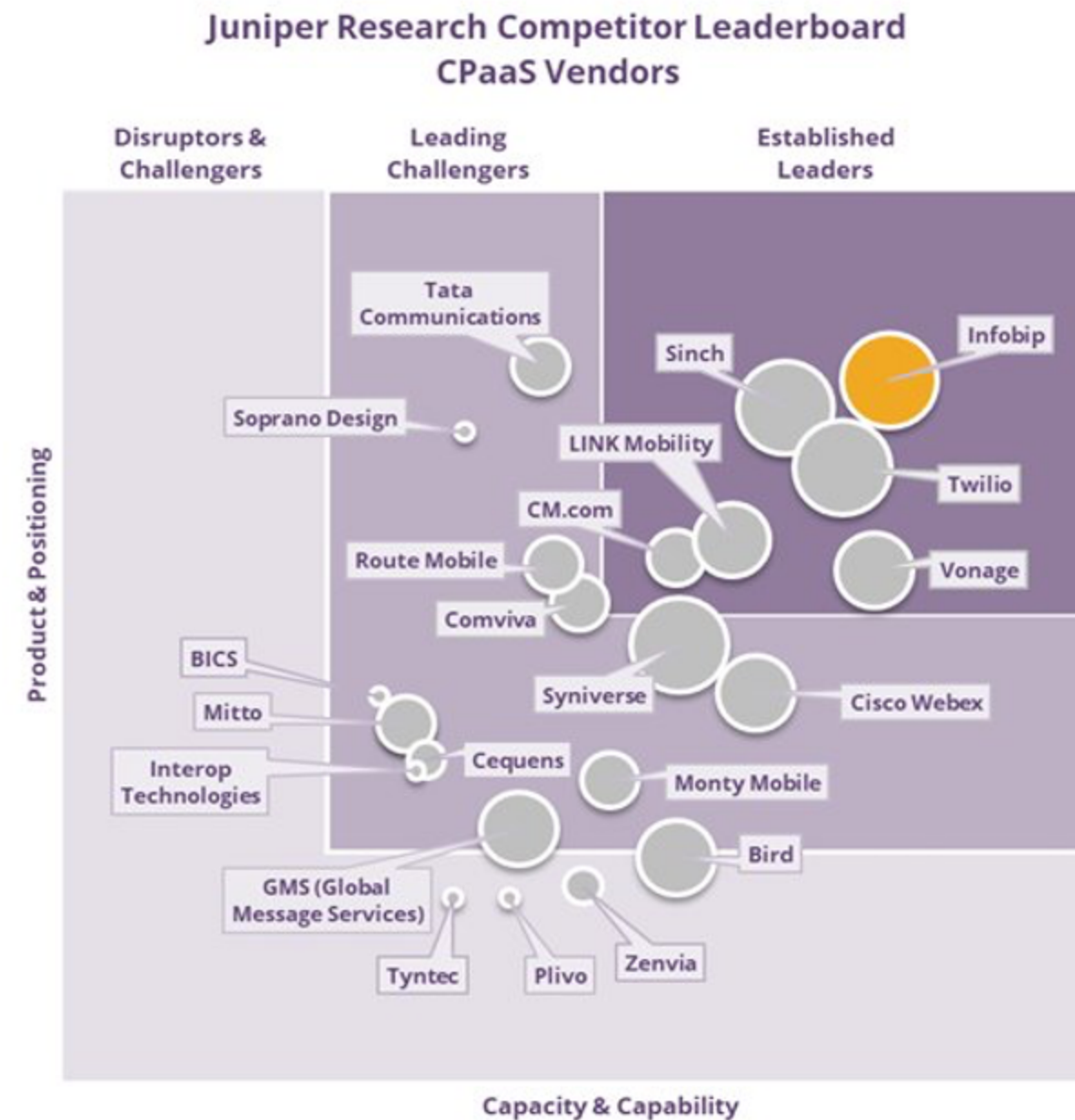


Source: Gartner (June 2024)



GLOBAL CPAAS MARKET 2024-2028 COMPETITOR LEADERBOARD

Figure 1: Juniper Research Competitor Leaderboard: CPaaS Vendors



Source: Juniper Research

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Question 1

Challenges in Achieving Omnichannel Consistency



*Culture,
People
CX Personalisation*

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Tops online

Delivers Freshness
and Happiness
to Your Home



Shop Online

ช้อปออนไลน์
ส่งได้ทุกที่



Tops App

ช้อปครบ
จบในแอป



Standard Delivery

ส่งฟรี!
เมื่อช้อปครบ 399:-



Express Delivery

ส่งด่วน
ภายใน 1 ชม.



Click & Collect

ช้อปออนไลน์
รับได้ที่ร้าน



Shop & Drive Thru

ช้อปไว้
ค่อยขับมารับ



Chat & Shop

ช้อปครบ
จบในแชต

Challenges

- **Increased Competition** – surge in demand for online grocery services attracted new players to the market
- **From 'single-channel' to 'multi-channel' purchase**
- Grocery e-commerce offerings become **increasingly commoditized**
- Customers becoming **price sensitive, switching between platforms**



ONLINE GROCERY



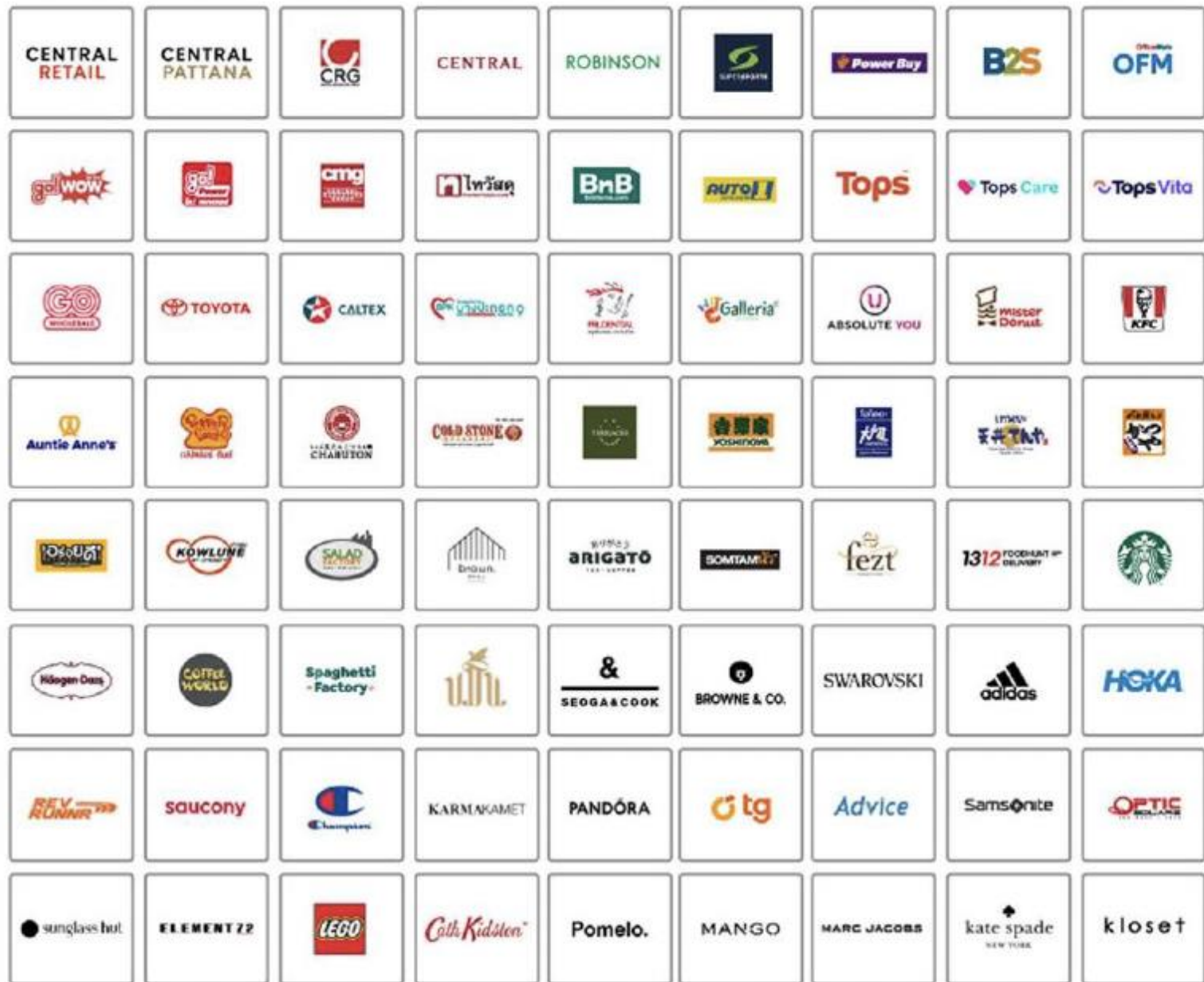
THE 1 IS THAILAND'S NO.1 DIGITAL LIFESTYLE & LOYALTY PLATFORM

21M+ TOTAL MEMBERS

3K+ LOYALTY PARTNERS

32K+ TOUCH POINTS

18Y CUSTOMER DATA



HELPING CONSUMERS & BRANDS CONNECT IN NEW & MEANINGFUL WAYS

FOR CONSUMERS

- BETTER INFORMED
- BETTER VALUE
- BETTER RELEVANCY
- BETTER SHOPPING EXPERIENCES

B2C



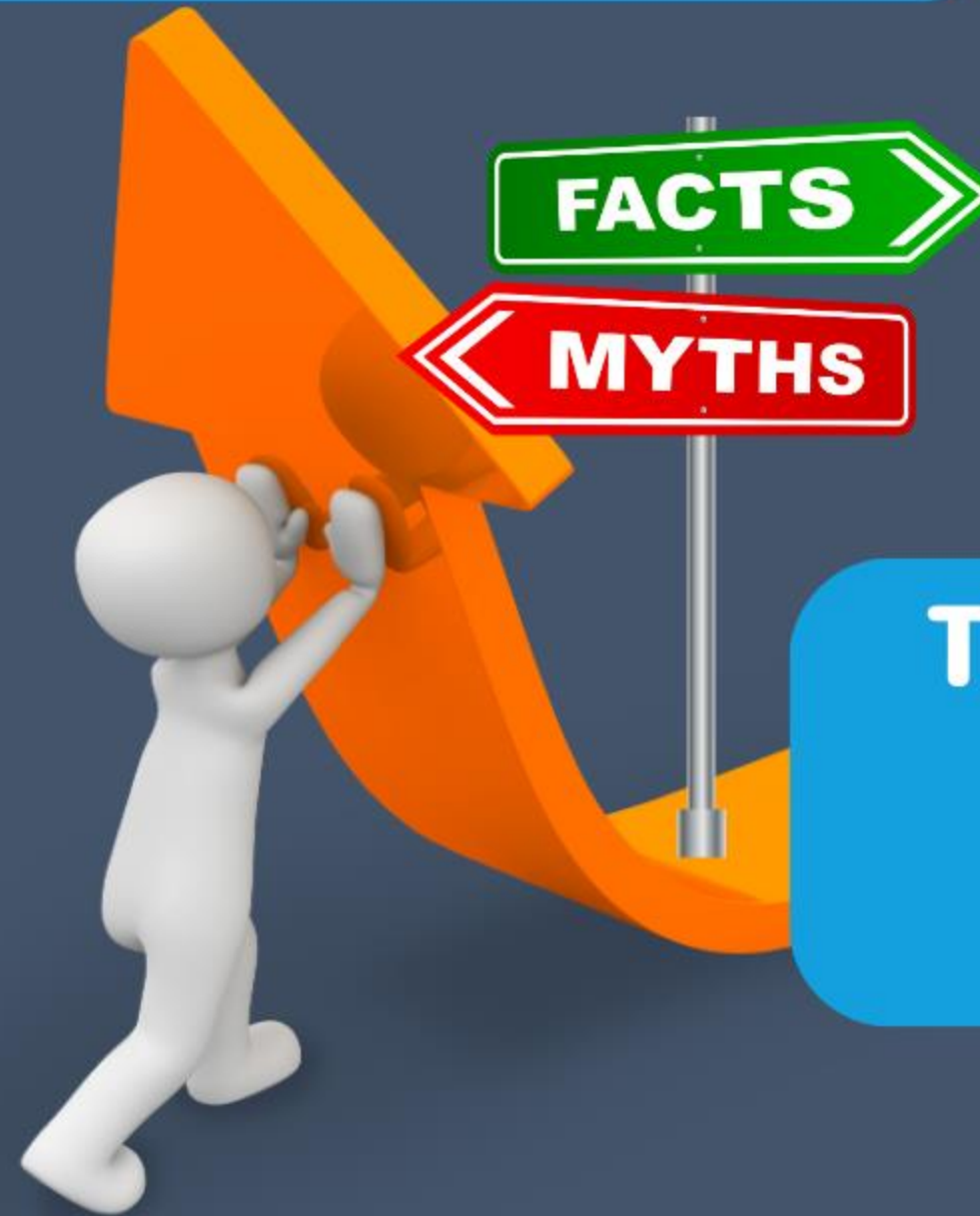
FOR BRANDS

- BETTER CUSTOMER INSIGHTS
- BETTER REACH & RELEVANCY
- BETTER ENGAGEMENT
- BETTER ROI

B2B



Increase expectation



Traditionally





4-steps Change management

Agile WoW



Tech collab Biz



Mindset



Activation



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Question 2

Tackling Multiple Channels and Diverse Demographics

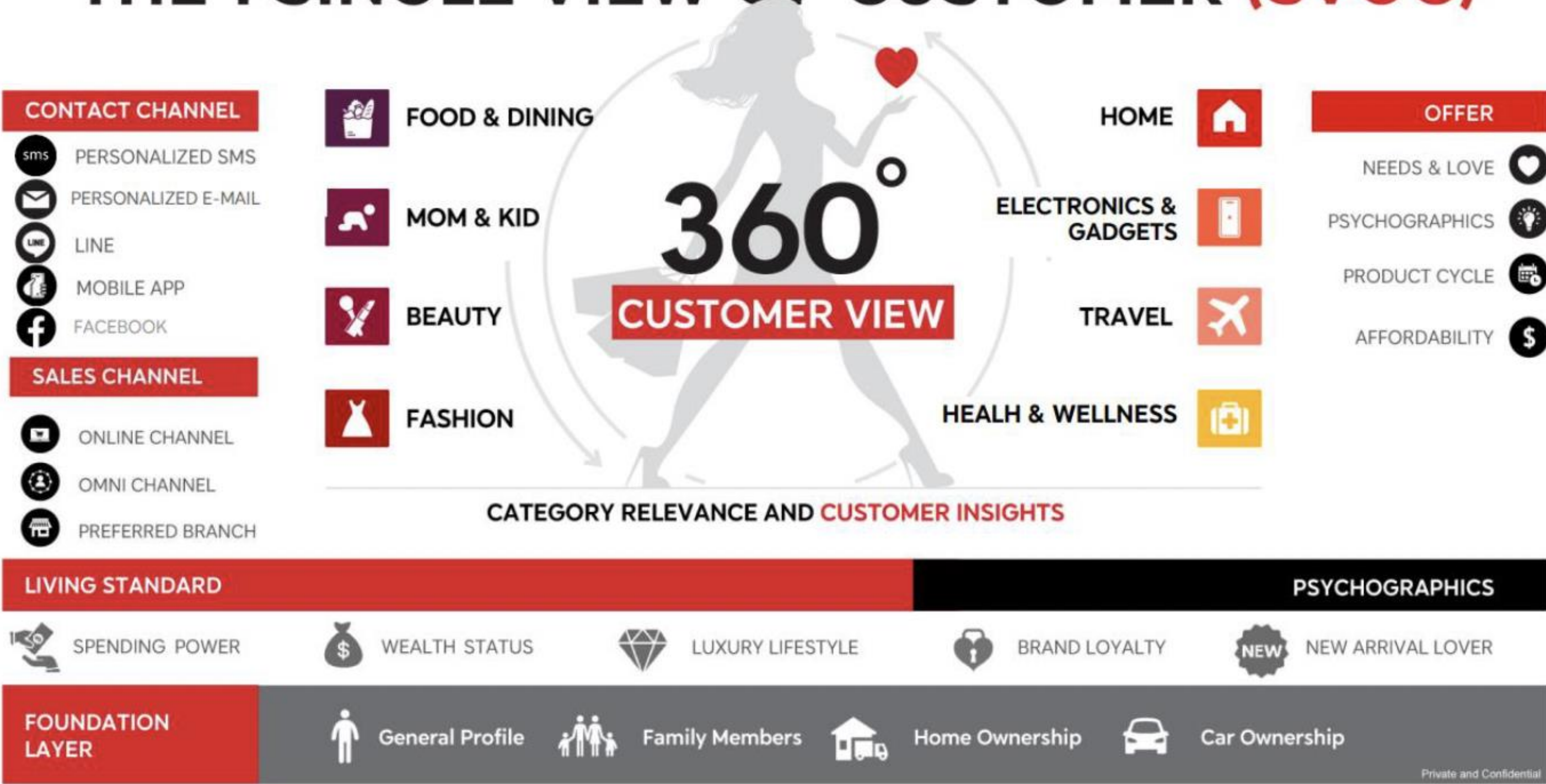


*Culture,
People
CX Personalisation*

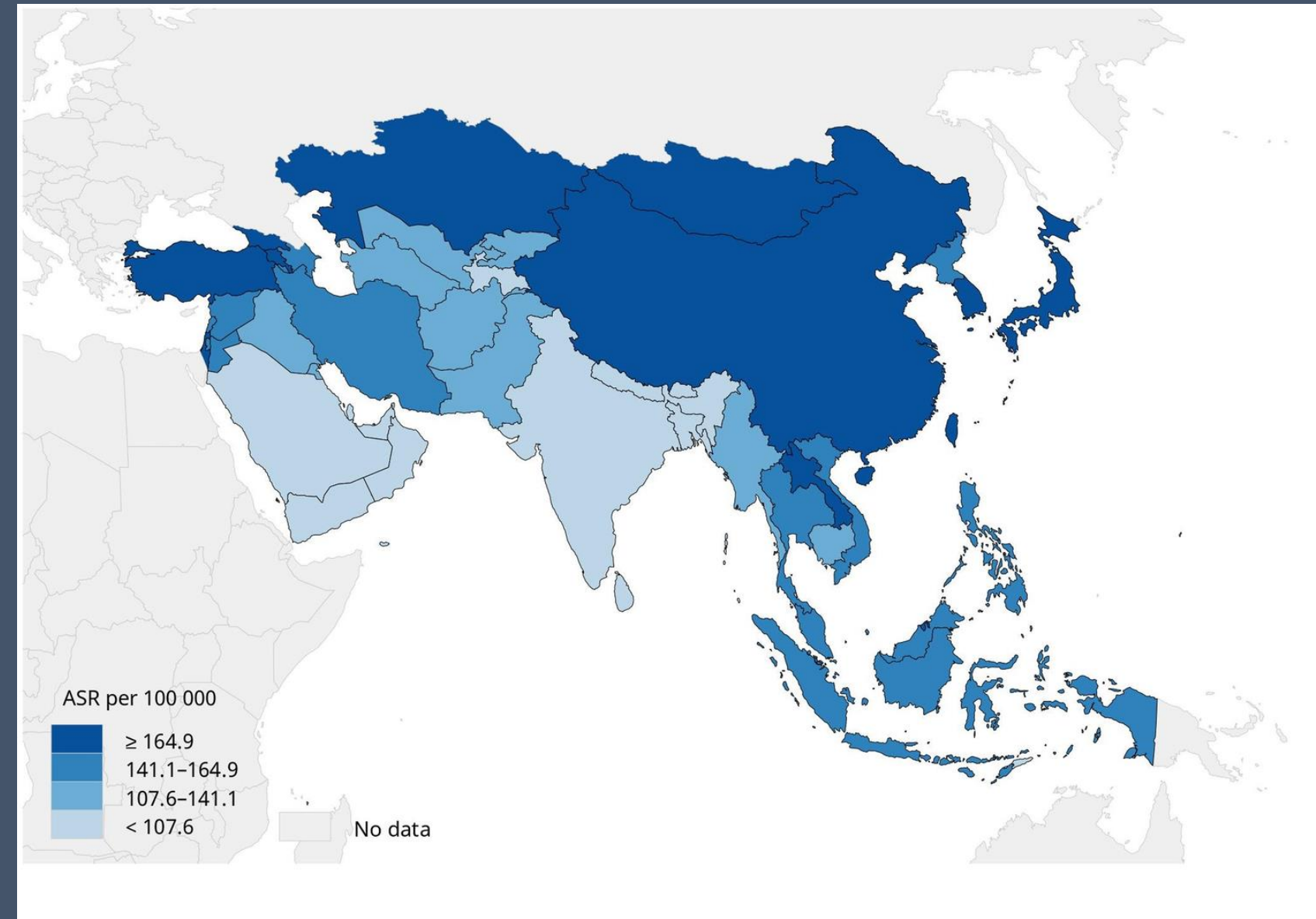
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WHAT DO WE KNOW ABOUT OUR CUSTOMERS?

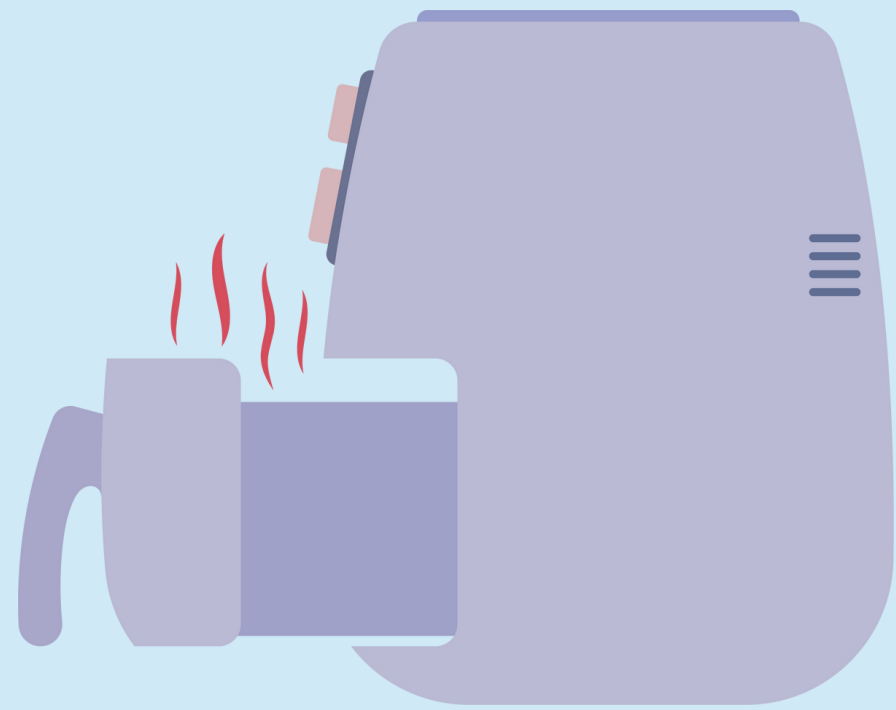
THE 1 SINGLE VIEW OF CUSTOMER (SVOC)



Incidences difference?



What is relevant to them?



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Question 3

Strategies for Consistency Across Demographics & Channels



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Key Takeaway



*Culture,
People
CX Personalisation*

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Roundtable Discussion

1. What are your challenges in creating consistent omnichannel experiences?
2. What are your solutions and advices?



*Culture,
People
CX Personalisation*

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**What are your challenges in creating consistent omnichannel experiences?
What are your solutions and advices?**

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