Fireside Chat | [CRM]

How to Optimise Customer-Relationship Management (CRM) to Harness Customer Insights and Boost Sales?

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THE MARTECH SUMMIT

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Question 1

How do we leverage customer data to improve the CRM and customer engagement?

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Question 2

MarTech tools and automation tools in CRM in related to marketing campaigns and personalisation.

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Question 3

Share example / use case and key learnings of campaigns.

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Key Takeaway

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Roundtable Discussion

- **Which CRM platforms are you using right?**
- **What are the challenges and what is your solutions?**

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