

Panel Discussion | [Consumer Connection] Uniting Digital Experience, Trust, and Loyalty



EMMA COLLINGS

Head of Marketing
British Land



CRAIG ASHTON-CHALMERS

Global Product Owner,
Salesforce & MarTech
Linklaters LLP



CLIVE HEAD

Head of Customer Engagement,
Wealth & Insurance
Santander UK



CAT DANIEL

Senior Director, Growth &
Engagement
Monzo



DR. IAIN BROWN

Head of Data Science
SAS [Moderator]

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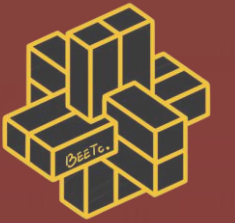
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Definitions

Customer engagement in the context of digital experience refers to the interactions and touchpoints between a brand and its customers across digital channels, such as websites, social media, and apps, that build meaningful relationships.

Loyalty in the context of digital experience refers to the commitment and preference customers show towards a brand based on consistently positive digital interactions.

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Question 1

Can you share an overview of your organization's current customer engagement strategies?



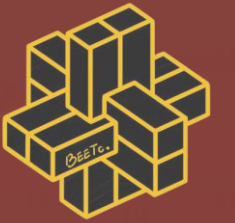
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Question 2

In a crowded market where customers are busier than ever, how can brands drive loyalty beyond just discounts and offers? Are we shifting towards a model where customers expect brands to show loyalty to them instead?

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Question 3

How do you build and sustain trust across different generations while balancing AI, automation, and human interaction in customer engagement?



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