



Fireside Chat | **[Unifying Fragmented CRMs]** Creating a Seamless Customer Experience through Combined CRM Systems



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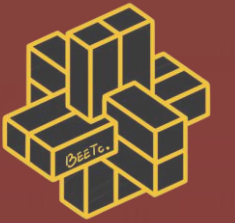
**What comes to mind when
you think of the “single customer view”?**

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

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Question 1

The journey so far: Can you outline the progression from where you started to where you are now, considering both B2B and B2C perspectives?

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Question 2

What challenges have you faced along the way & how have you addressed them?



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Question 3

**Could you share the outcomes you've achieved so far,
what you're looking to do in the future**



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Q&A



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