

Panel Discussion | [Marketing Campaigns & Localisation] Navigating Cultural Nuances in the Customer Journey



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Anantara Vacation Club

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How does Technology Intervene Customer Experience and Customer Journey Mapping?

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Question 1

Examples of where understanding the customer's cultural context led to better engagement or conversion.



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People
CX Personalisation*

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More than accommodations-



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Culture,
People
CX Personalisation

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~350 millions

Small-holder farmer growing our food in Asia-Pacific region.

Cultural Nuances



Sub-Saharan Region



South-East Asia



India



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Question 2

What methods have you found most effective in mapping the customer journey across different cultures?



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Key Visual for Spa Promotion



Key Visual for Spa Promotion



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Your Vacation- Who do you travel with?



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People
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Your Vacation- Where do you want to travel?



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Your Vacation- Where do you want to travel?



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Question 3

How can marketers effectively adapt their strategies to address cultural nuances at each stage of the customer journey? What are the common pitfalls to avoid?



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Key Takeaway



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Q&A



*Culture,
People
CX Personalisation*

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4 DECEMBER 2024

THE MARTECH SUMMIT ASIA @ SINGAPORE
8 & 9 APRIL 2025

CUSTOMER INTELLIGENCE SUMMIT SINGAPORE
8 APRIL 2025

Our 2025 Calendar



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