



Chairperson Opening Remarks



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Panel Discussion | **[Data Integration]** Connecting the Dots for a Unified Customer View



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Panel Discussion | **[Data Integration]** Connecting the Dots for a Unified Customer View

What is the biggest challenge your organisation faces in achieving a unified customer view?

- A) Data silos across different systems**
- B) Ensuring data accuracy and consistency**
- C) Lack of AI/automation capabilities for data management**
- D) Organisational resistance or lack of alignment**



Panel Discussion | **[Data Integration]** Connecting the Dots for a Unified Customer View

Question 1

- **What are the biggest challenges in achieving seamless data integration?**



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Question 2

- **How to ensure data accuracy and consistency, and the role of AI and automation in streamlining data management.**



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Question 3

- **Best practices for overcoming data silos and leveraging integrated data to drive personalised marketing strategies.**



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Q & A

VIRTUAL