



Lead Panellist

CRISTIANE ROSS

Director of Customer Experience **PURE Group**



EFRANSYAH MUDANI

Head of Wholesale Digital Channel BNI

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CLIVE



ANDY CHANG

Head of Engagement Solutions, Group Marketing Technology **Electrolux**



Word cloud:

In one word what does in what does Omnichannel mean to you?

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 How can businesses deliver seamless, consistent experiences across all customer channels?

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OLIVE







 What role does real-time data play in creating integrated, omnichannel engagement?

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 How does omnichannel strategy, backed by customer intelligence, improve customer loyalty and satisfaction?

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