



Panel Discussion | **[CRM]** Elevating Customer Relationships with Advanced CRM Strategies & Tools



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Question 1

- **As customer expectations continue to evolve, what key shifts should organisations make in their CRM strategies to maintain a competitive edge?**
- **How can brands proactively adapt to technological advancements and changing consumer behaviours?**



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Question 2

- **With AI and omnichannel engagement enabling hyper-personalisation, how can brands ensure they respect customer privacy and data security while delivering meaningful and relevant experiences?**



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Question 3

- **Beyond marketing campaigns, how can predictive analytics be integrated into loyalty programs, retention strategies, and long-term customer relationship management?**



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Q & A

VIRTUAL