



# Panel Discussion **[CX + DX Intersection]** Bridging Customer Experience & Digital Experience with MarTech for Seamless, Personalised Engagements

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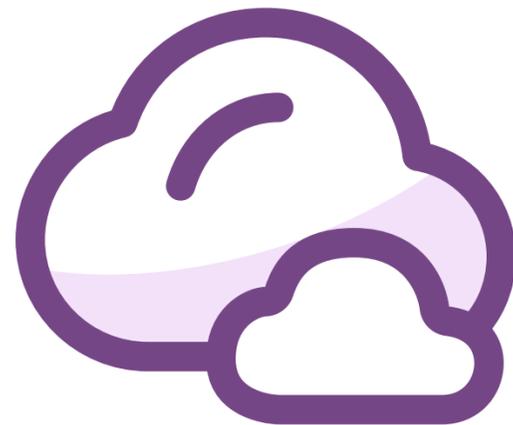


## GILLES BERTAUX

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**In your opinion, which type of MarTech solution (CDP, MAP, CRM, DXP, etc.) has the greatest impact on delivering personalised customer engagements?**

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## Question 1

How can businesses align MarTech with their CX strategy to enable real-time, data-driven personalisation?

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**On a scale from 1 to 10 how would you assess the maturity of your company's personalisation efforts? (1 – low, 10 – very high maturity)**

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## Question 2

How are you addressing the challenge of creating a truly seamless “no one size fits all” omnichannel journey, and what strategies can companies implement to make it a reality?

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### Question 3

**What are the best practices for leveraging MarTech tools to align digital and customer experience strategy for measurable growth and retention?**

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Q&A

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# In-Summit Roundtable

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## In-Summit Roundtable

**What MarTech tools or strategies have you successfully implemented to improve customer engagement and retention, and what lessons did you learn?**

Scan badge QR code to submit questions!



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**What MarTech tools or strategies have you successfully implemented to improve customer engagement and retention, and what key lessons did you learn?**

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