



## Fireside Chat [Customer Engagement] Unlocking the Loyalty Code to Win Hearts & Wallets



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[Moderator]





What do you believe is the most effective strategy for unlocking customer loyalty?

i Start presenting to display the poll results on this slide.

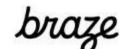








































How is your company using data-driven personalization and AI to enhance customer experiences?

Scan badge QR code to submit questions!











































## Question 2

How can brands balance privacy concerns with the need for hyper-personalisation while maintaining customer trust?

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## Question 3

How can businesses turn customer engagement into longterm behaviour using success stories and actionable insights?

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Q&A

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