Fireside Chat | [Customer Retention]
Strengthening Engagement for Long-Term Success

SHUBHAM SINHA

E-commerce & Product Expert
ex-Harley-Davidson Motor Company

ASHUTOSH SHUKLA

Product Director
Carousell

Sponsored by:
braze HCLSoftware Adobe TikTok Brandwatch ON24 TEALIUM SITECORE emplifi LEXIPHORIA Seconds
dynamic yield by Mastercard DIGITAL ALCHEMY salesforce PARTNER Onclusive kaltura TheCODECO AURORA EngageLab GPTBots.ai Omnichat KOCHAVA Kinsta ahrefs WorldFirst

Question 1a

In this extremely crowded and low attention span world, how do we engage with our customer/user?

Q&A

Sponsored by:
braze HCLSoftware Adobe TikTok Brandwatch ON24 TEALIUM SITECORE emplifi LEXIPHORIA Seconds
dynamic yield by Mastercard DIGITAL ALCHEMY salesforce PARTNER Onclusive kaltura TheCODECO AURORA EngageLab GPTBots.ai Omnichat KOCHAVA Kinsta ahrefs WorldFirst

Question 1b

How can brands leverage data-driven frameworks to optimize their go-to-market strategy to maximise customer acquisition and lifetime value?

Q&A

Sponsored by:
braze HCLSoftware Adobe TikTok Brandwatch ON24 TEALIUM SITECORE emplifi LEXIPHORIA Seconds
dynamic yield by Mastercard DIGITAL ALCHEMY salesforce PARTNER Onclusive kaltura TheCODECO AURORA EngageLab GPTBots.ai Omnichat KOCHAVA Kinsta ahrefs WorldFirst

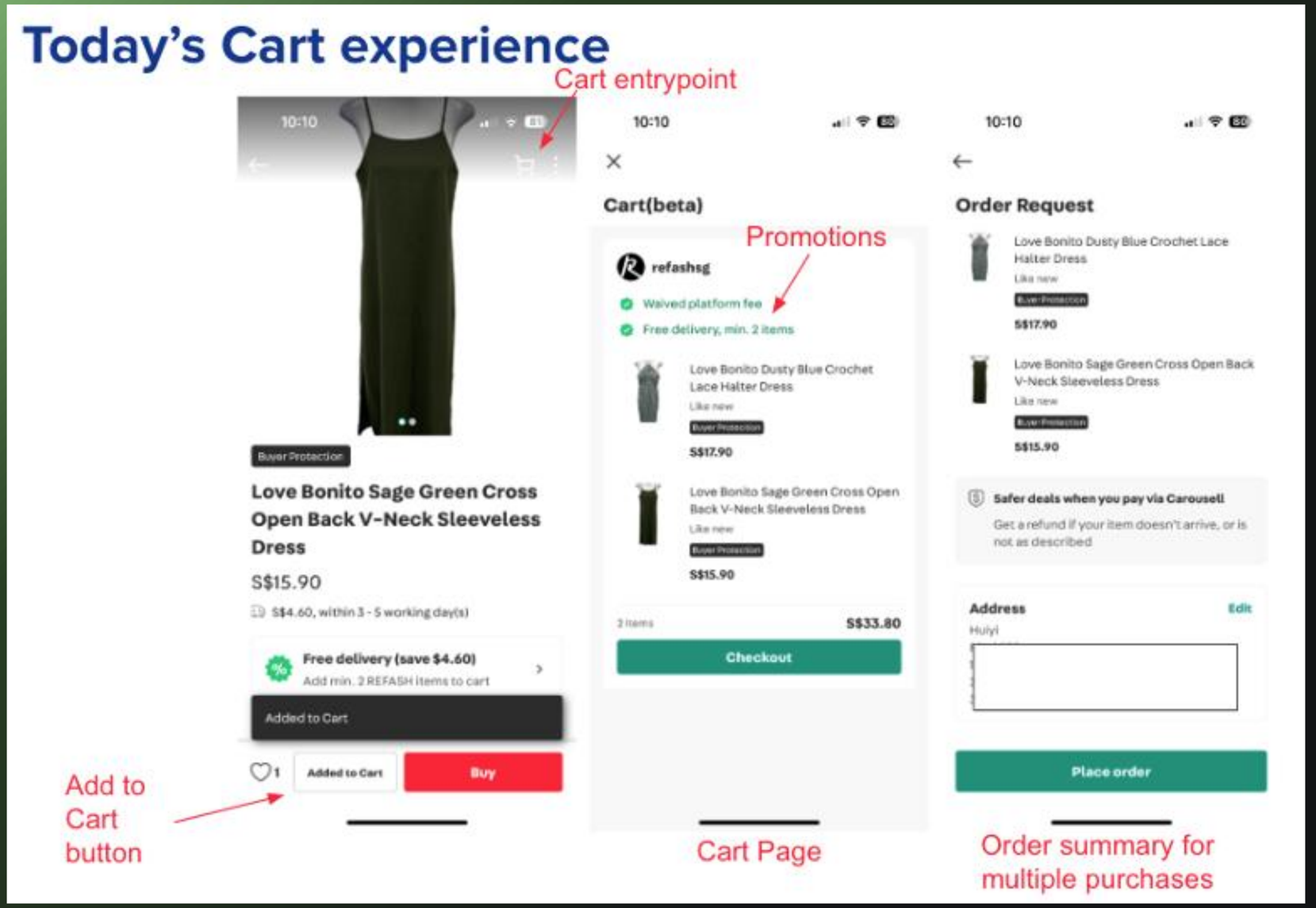
Question 2

What practical steps have you taken to build customer loyalty beyond traditional rewards programs?

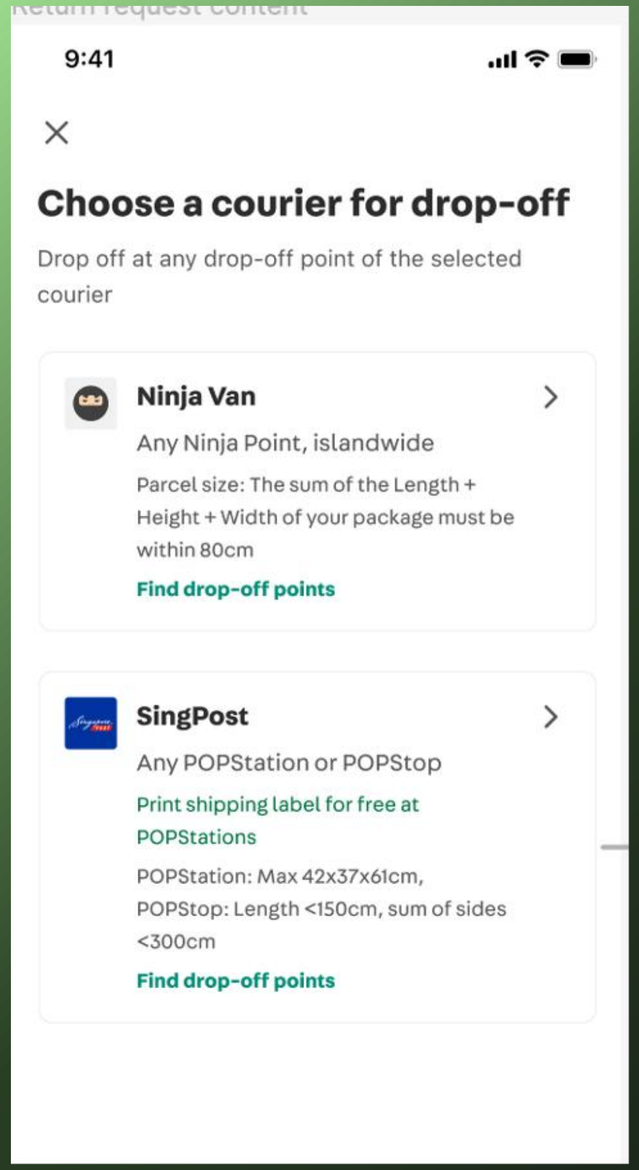
Q&A

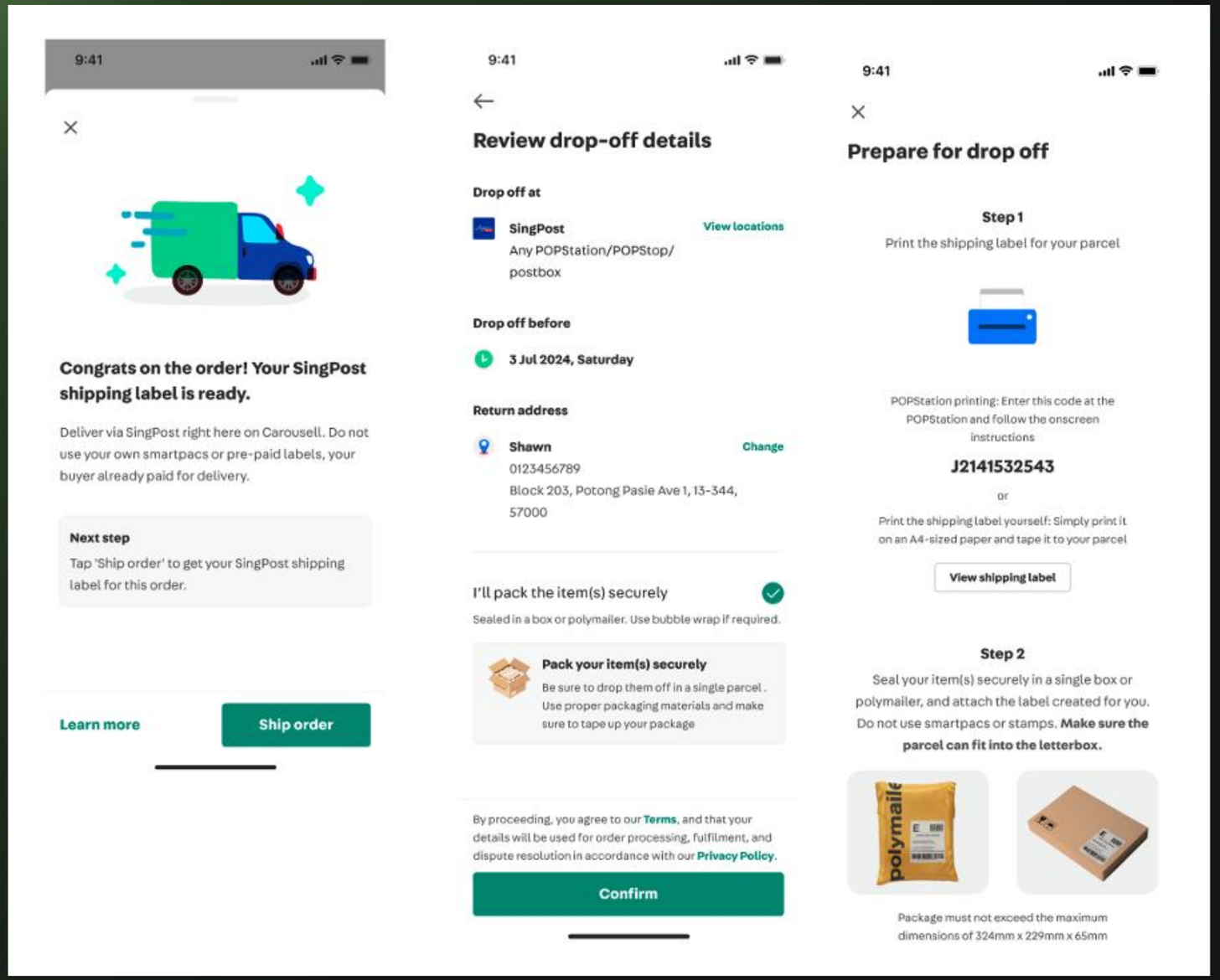
Shopping cart

Today's Cart experience

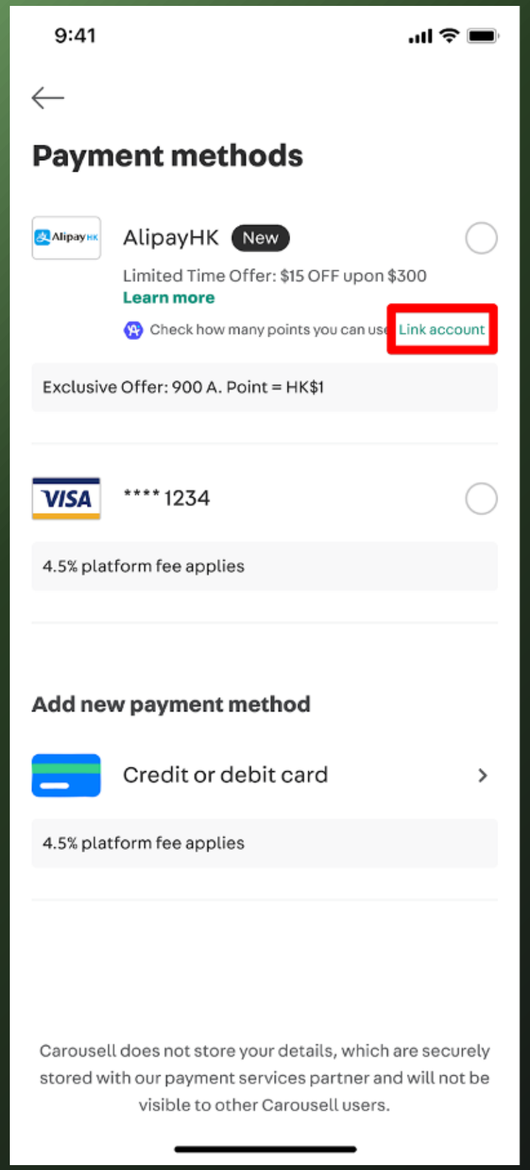


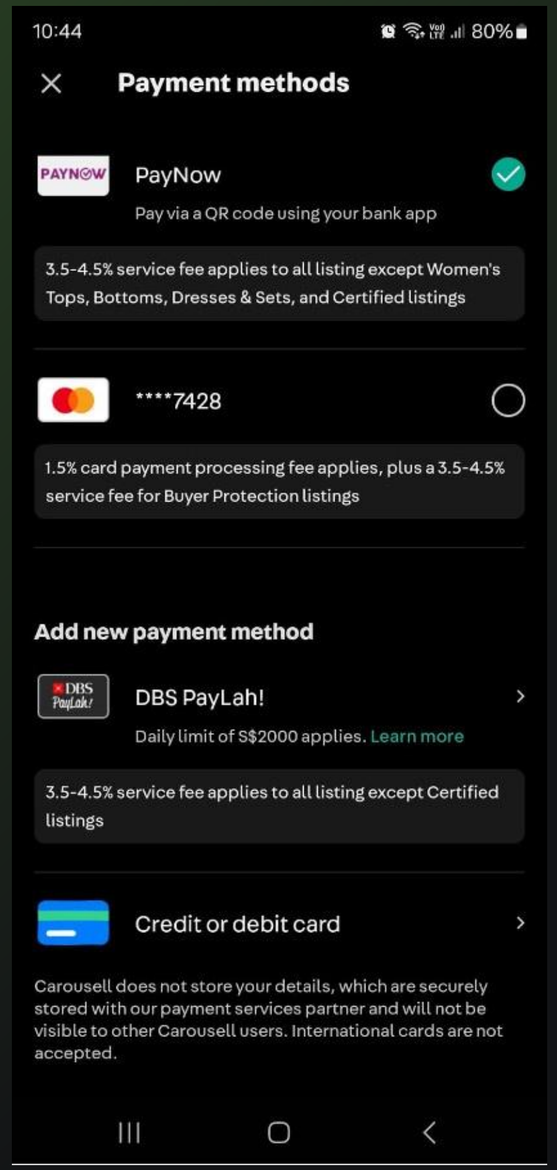
Low cost delivery (J&T, Ninjavan, SingPost)



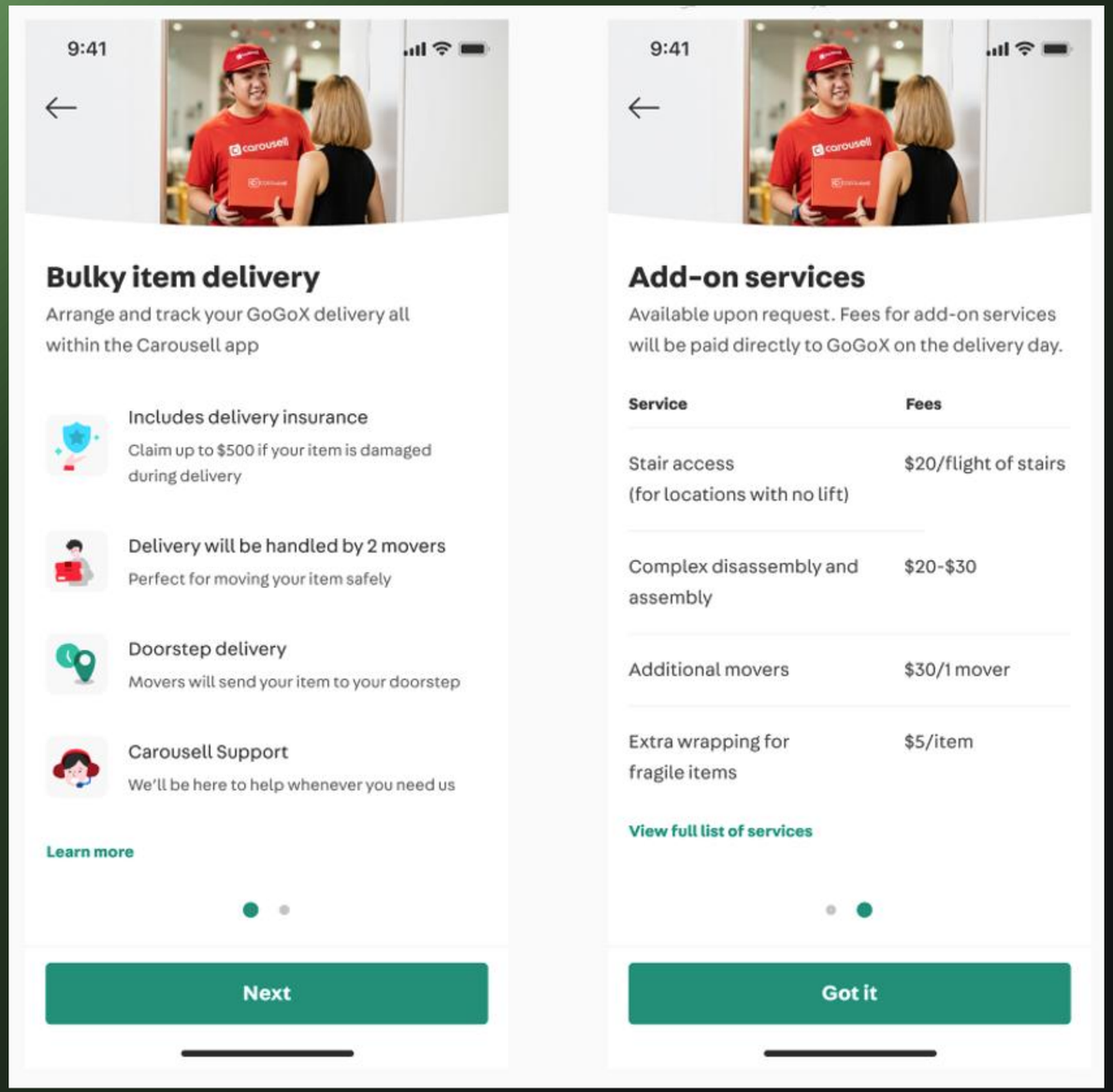


On-platform payment (PayNow, PayLah, Credit card, AliPayHK, etc)

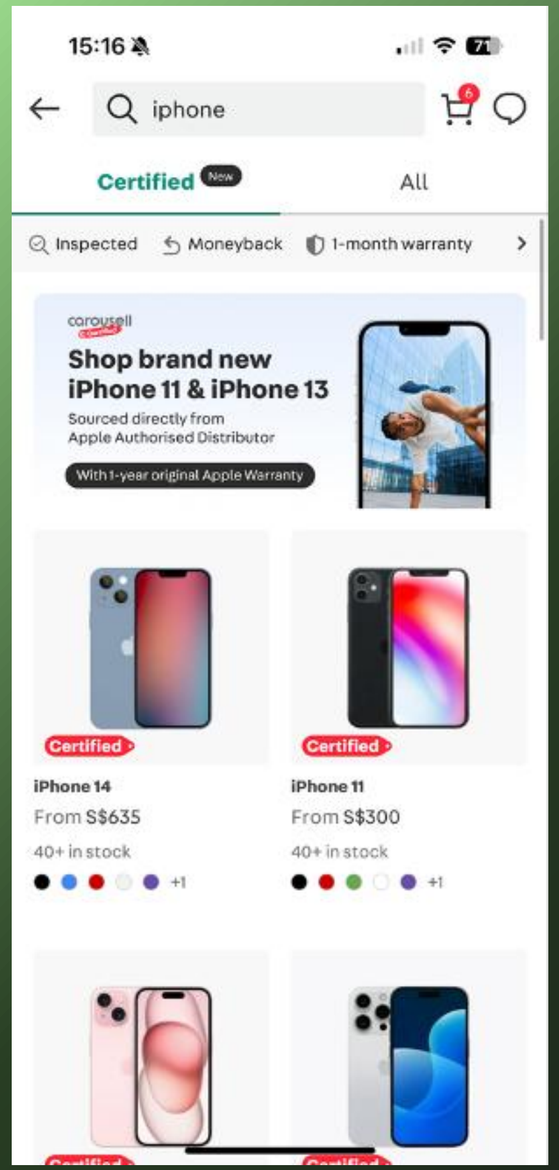


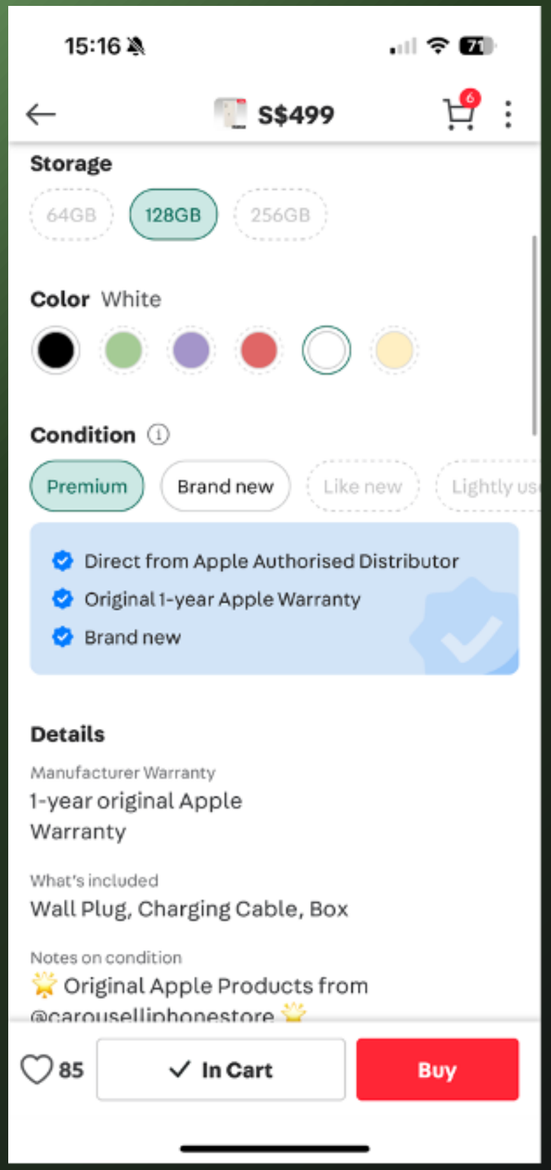


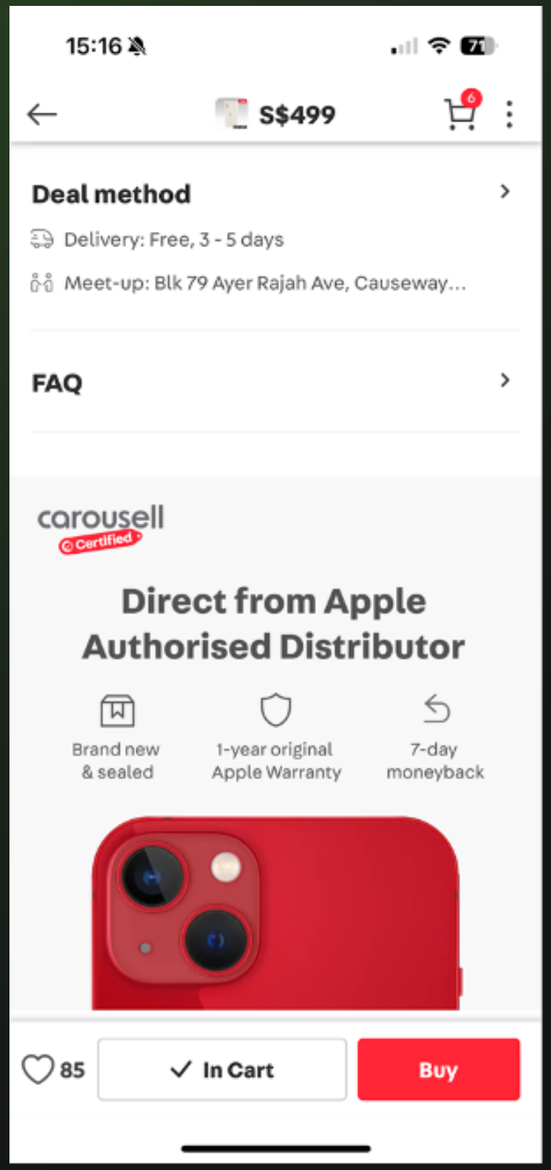
Integrated delivery for bulky items leading to more savings and convenience

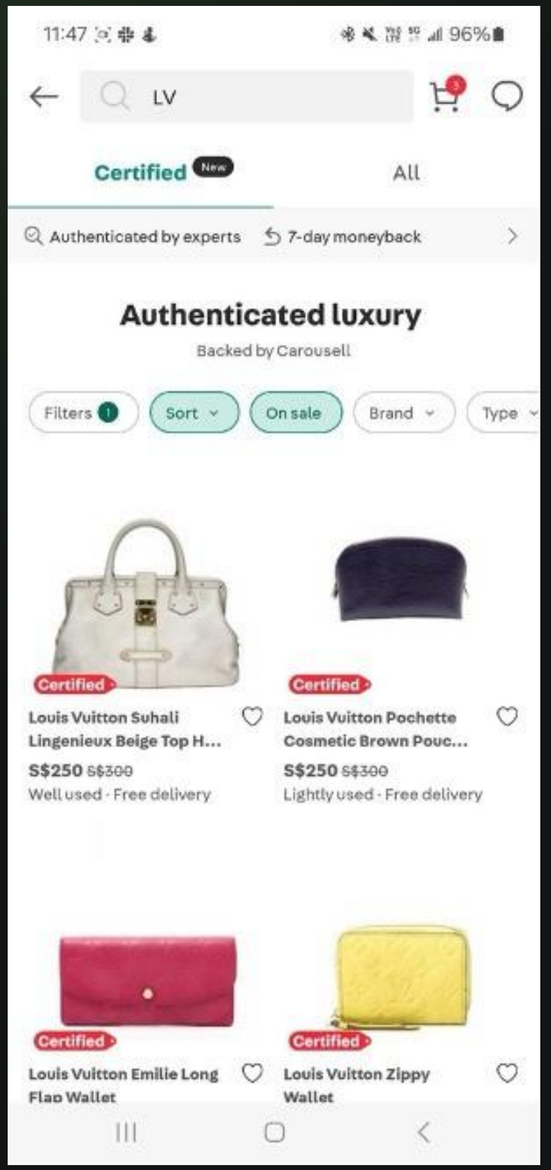


Launch Certified program to buy directly from Carousell

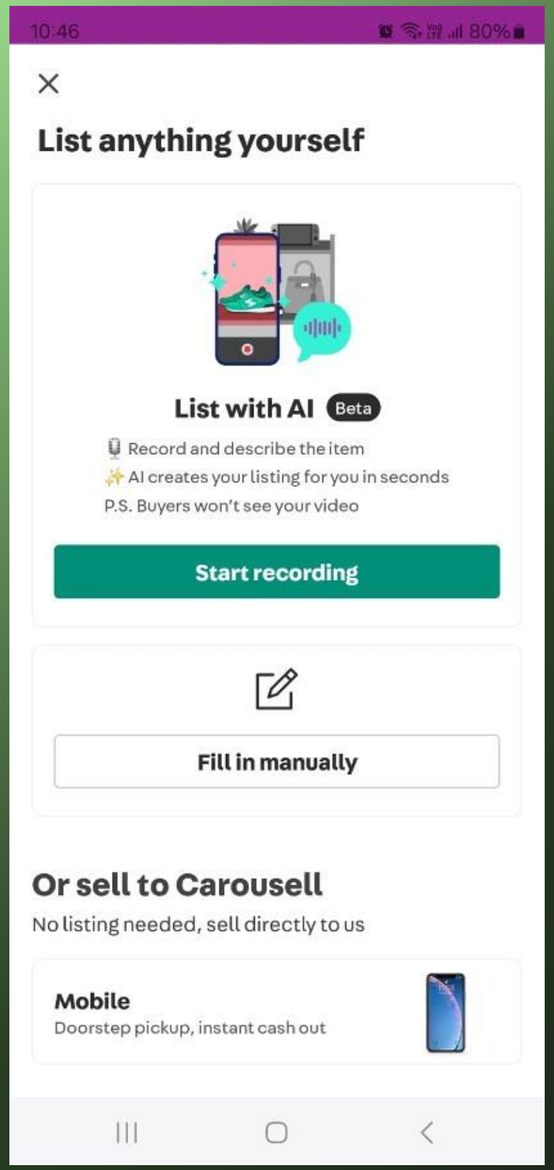


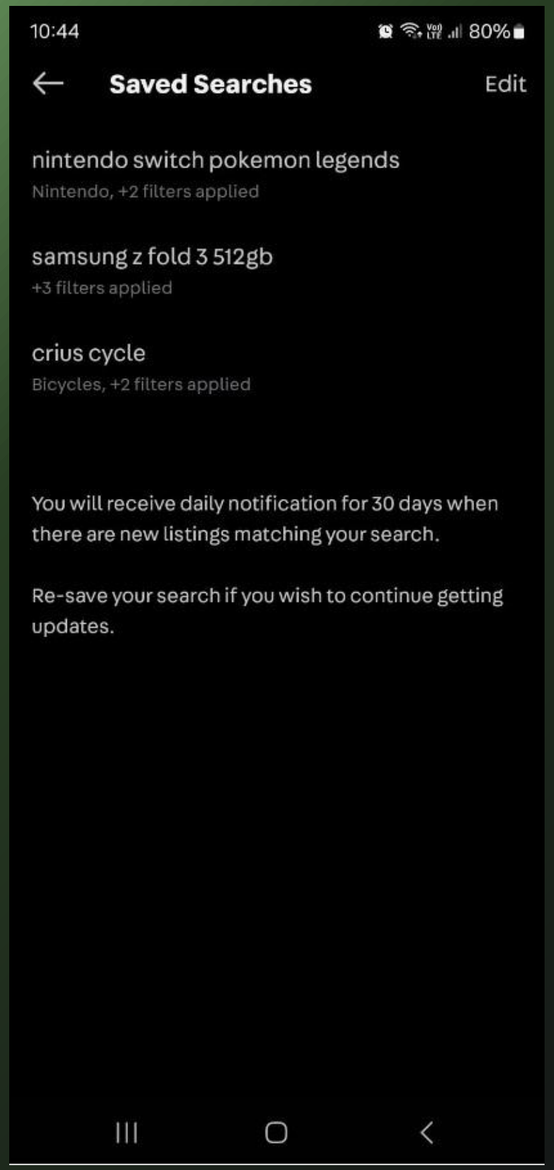


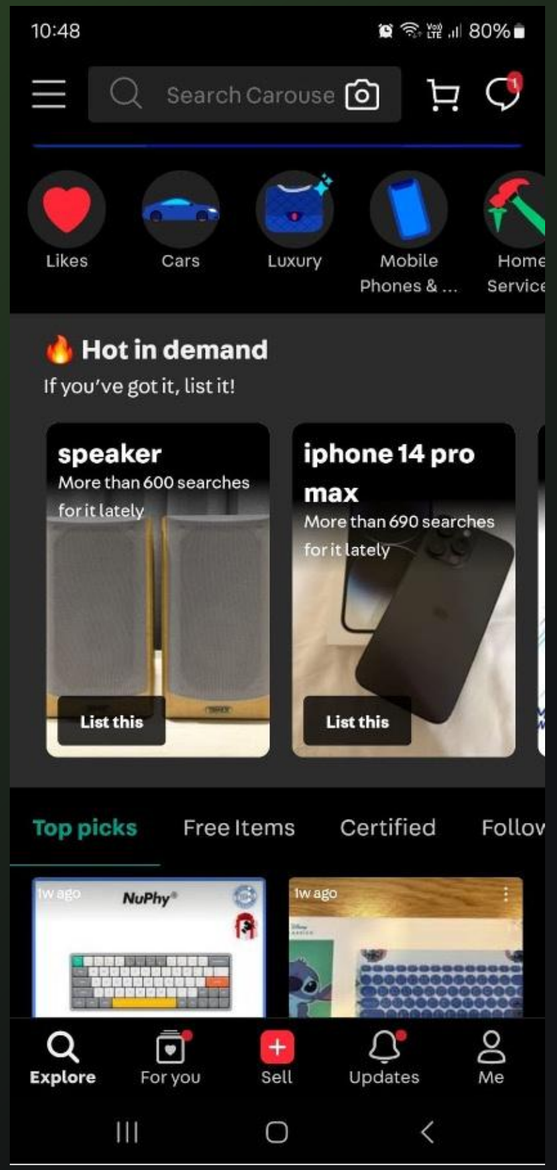


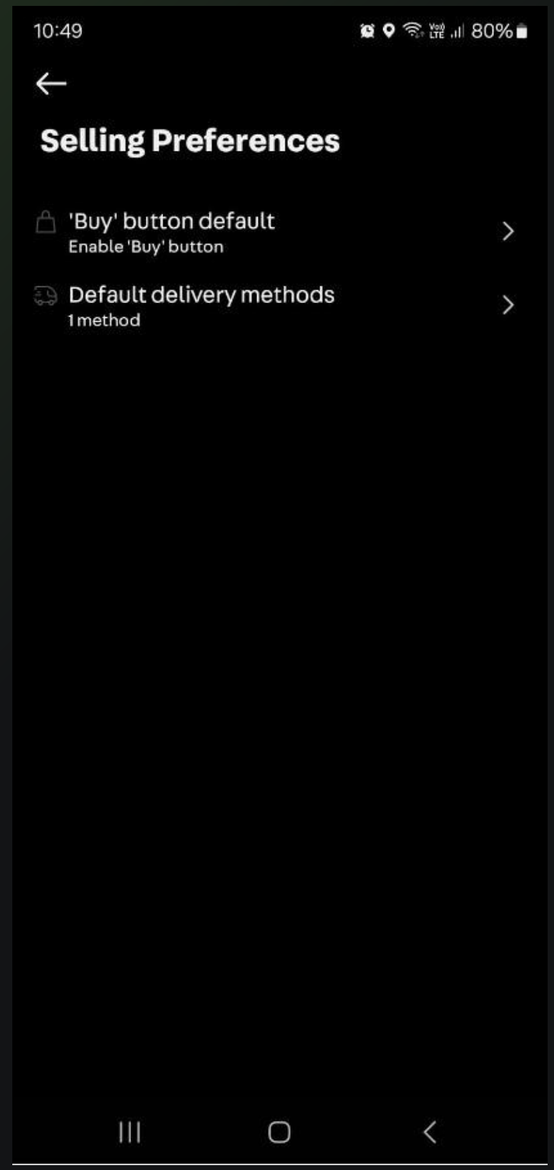


Product features to make it easier to buy and sell

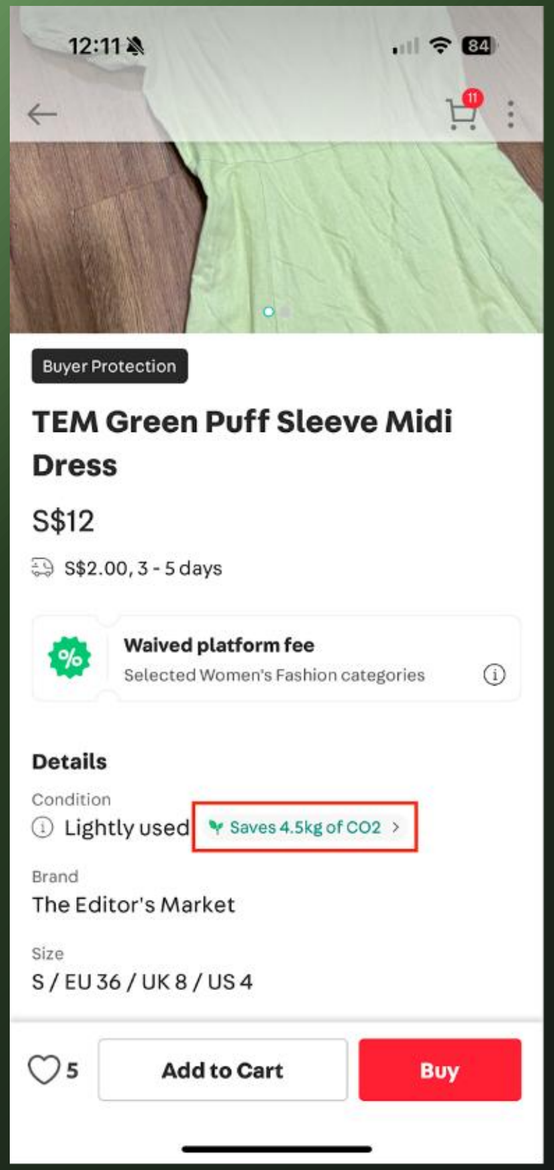


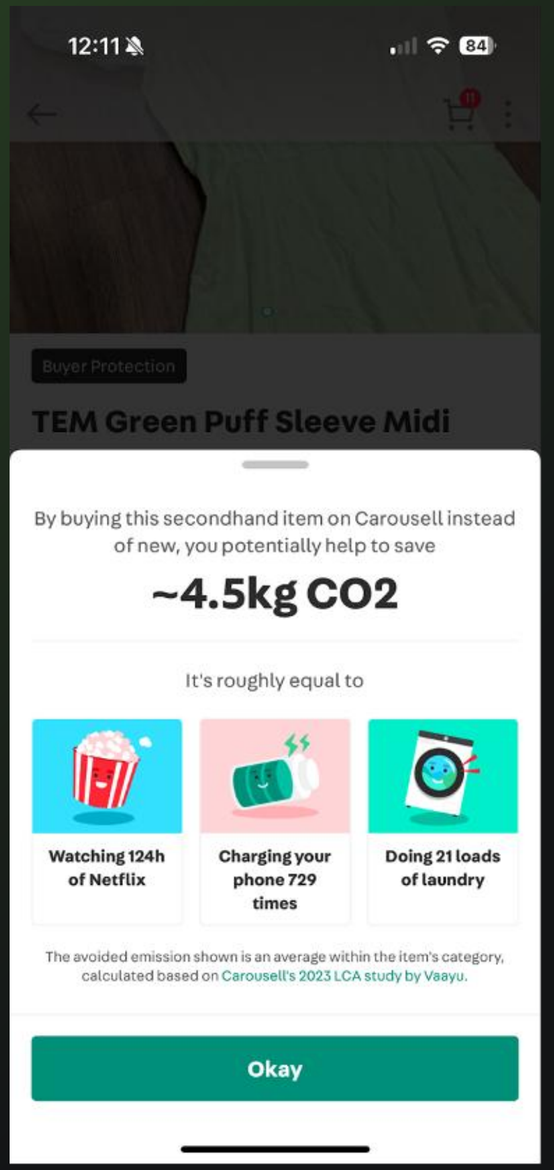






Highlighting a wider problem that we need to solve together





Sponsored by:
braze HCLSoftware Adobe TikTok Brandwatch ON24 TEALIUM SITECORE emplifi LEXIPHORIA Seconds
dynamic yield by Mastercard DIGITAL ALCHEMY salesforce PARTNER Onclusive kaltura TheCODECO AURORA EngageLab GPTBots.ai Omnichat KOCHAVA Kinsta ahrefs WorldFirst

Question 3

What role does personalisation play in driving repeat purchases and long-term engagement?

Q&A

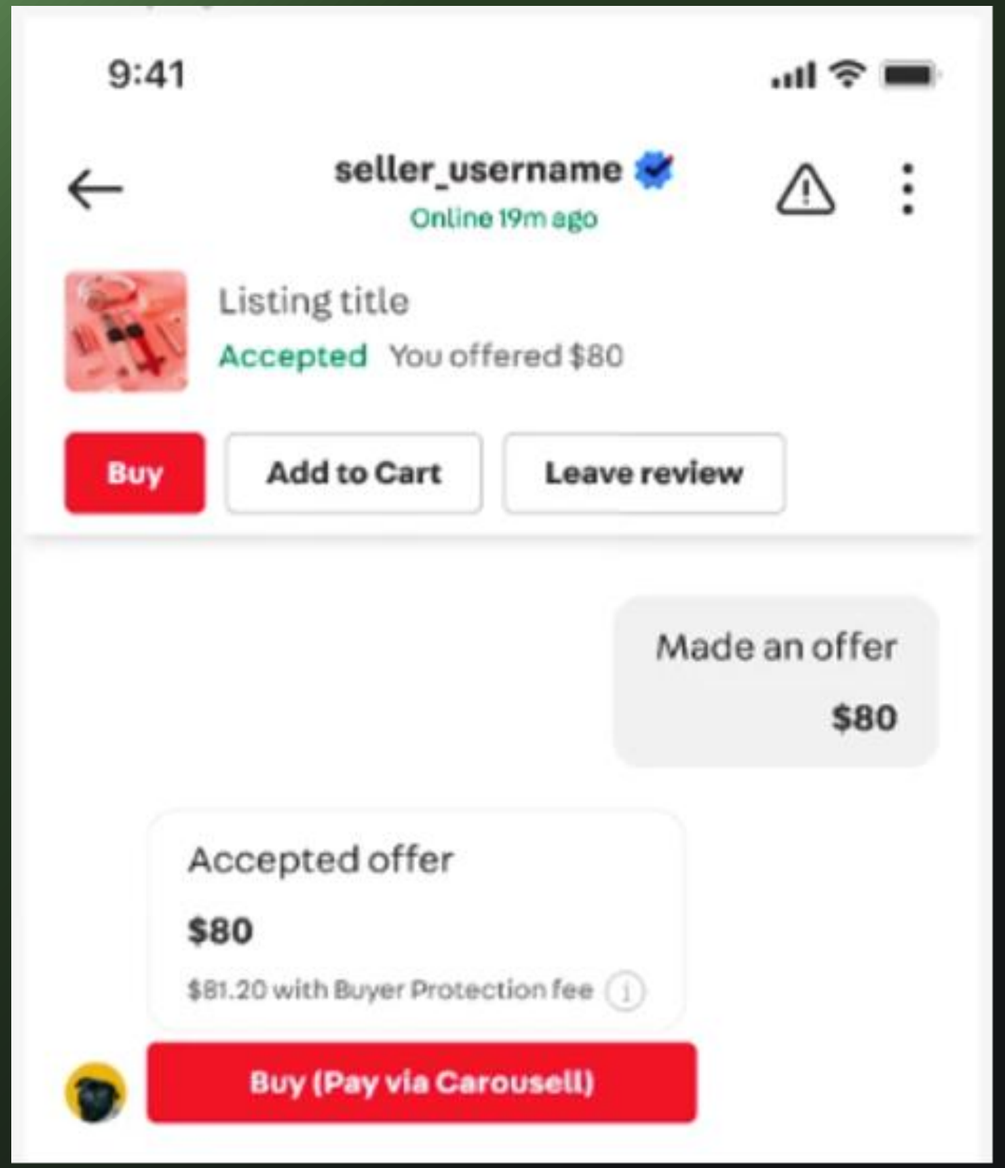
Sponsored by:
braze HCLSoftware Adobe TikTok Brandwatch ON24 TEALIUM SITECORE emplifi LEXIPHORIA Seconds
dynamic yield by Mastercard DIGITAL ALCHEMY salesforce PARTNER Onclusive kaltura TheCODECO AURORA EngageLab GPTBots.ai Omnichat KOCHAVA Kinsta ahrefs WorldFirst

Question 4

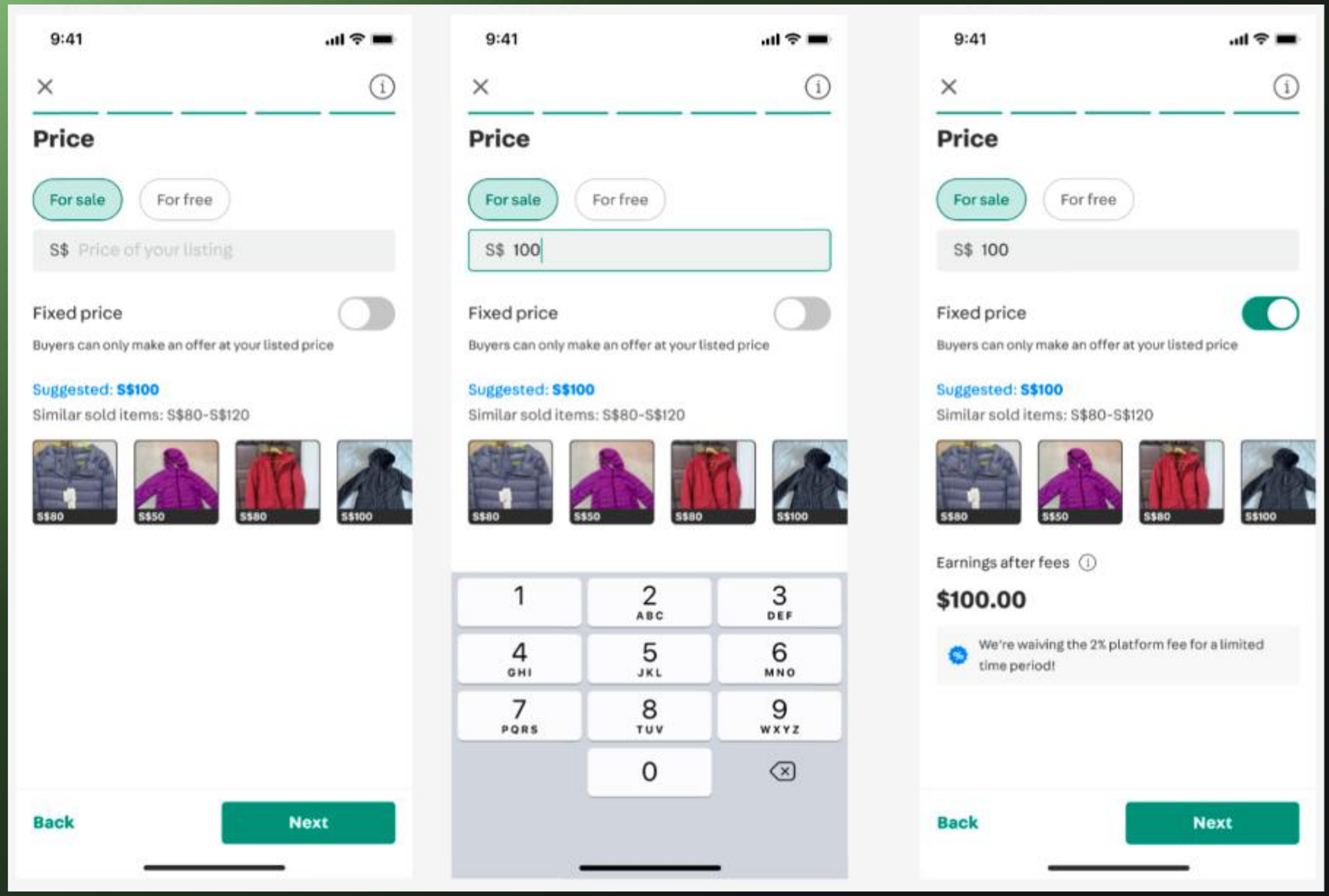
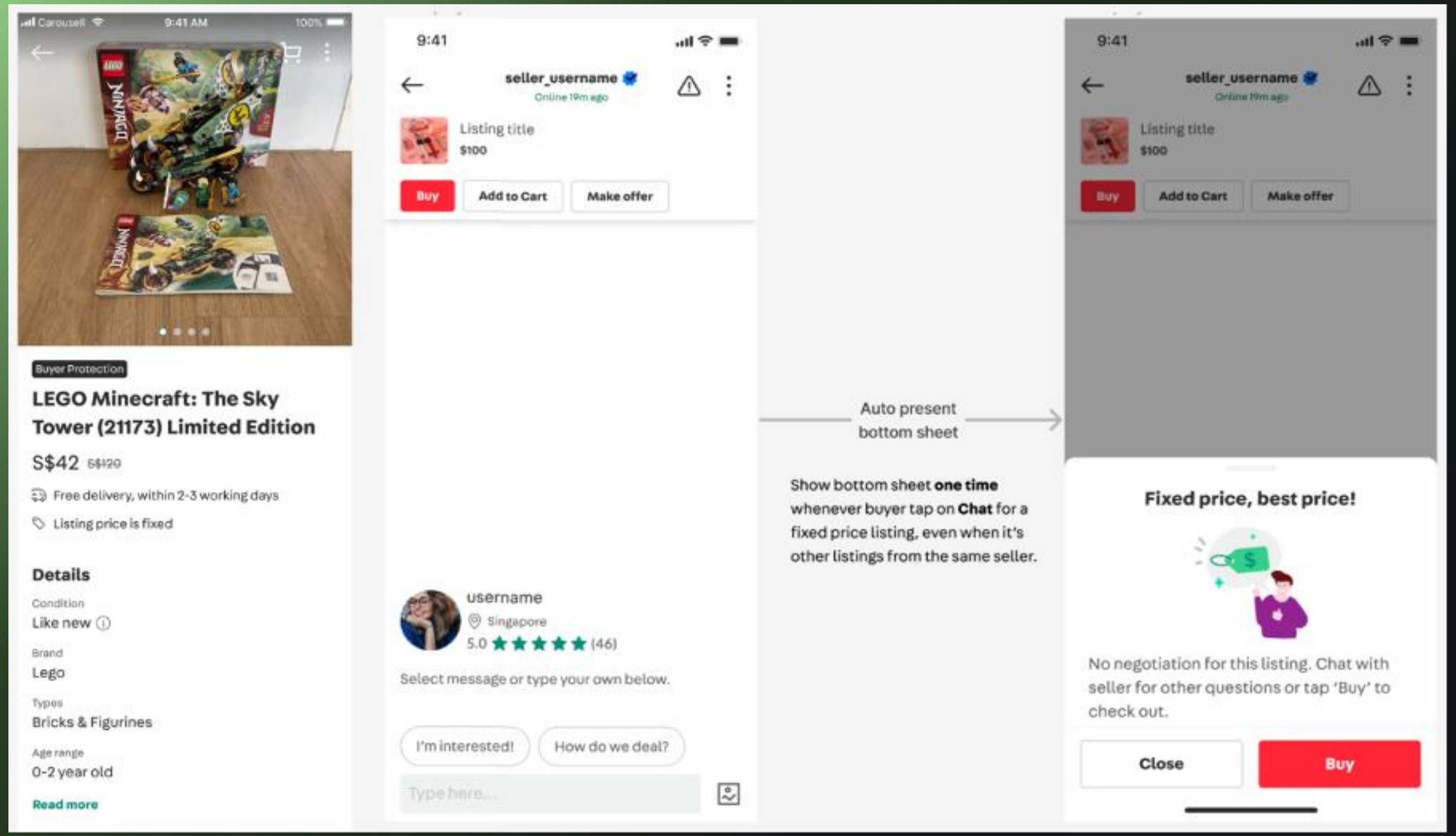
Could you share a real-world example where customer feedback directly influenced retention strategy?

Q&A

What role does personalisation play in driving repeat purchases and long-term engagement?



Fixed price listing



Fixed price listing