

[Commercial Excellence]

Elevating Commercial Excellence Through Customer Intelligence



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Panel Discussion | [Commercial Excellence] Elevating Commercial Excellence Through Customer Intelligence

Question 1

How can customer intelligence be leveraged to refine commercial strategies and ensure a more personalised and effective customer engagement approach?

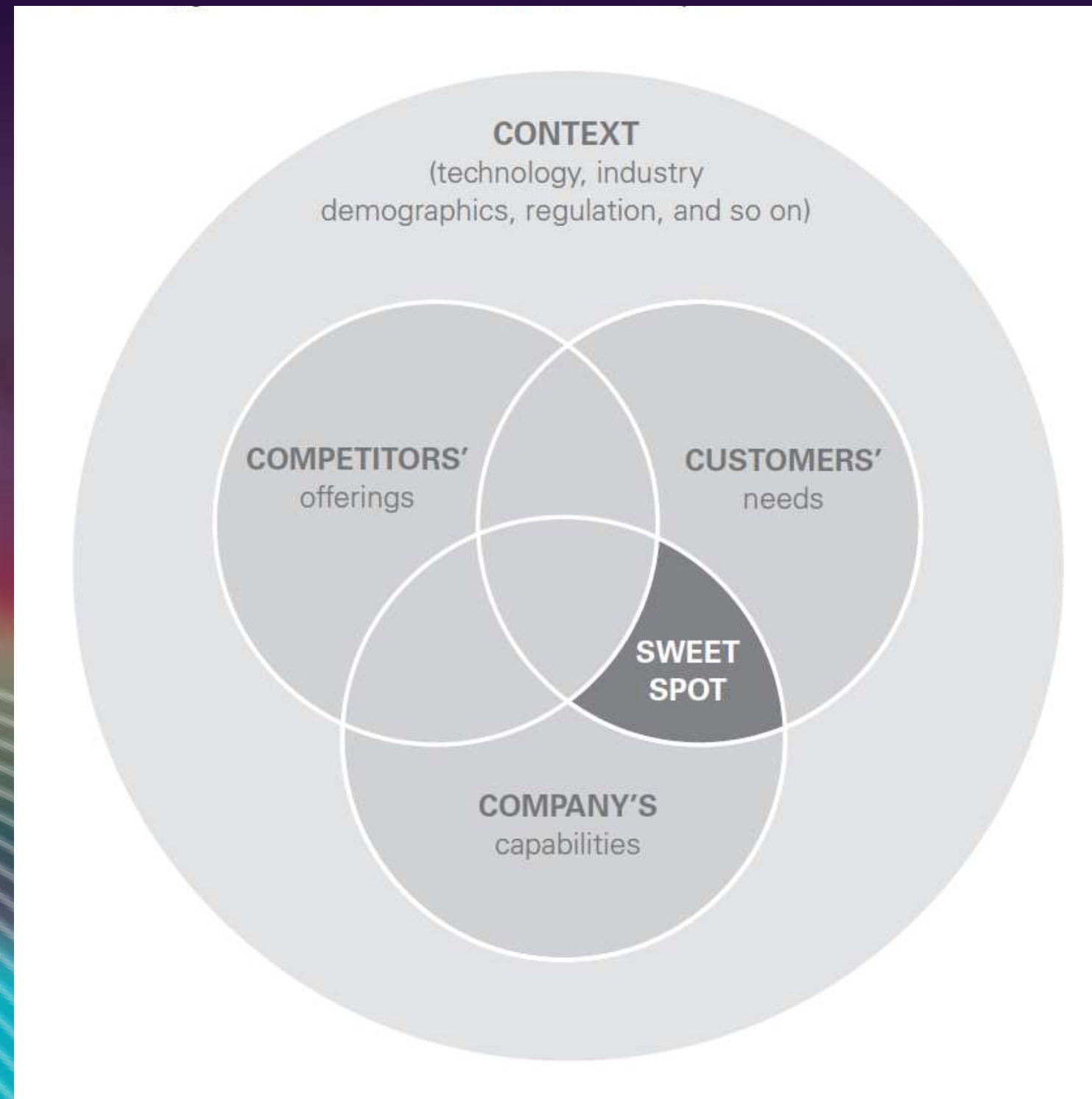


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The Strategic Sweet Spot



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Question 2

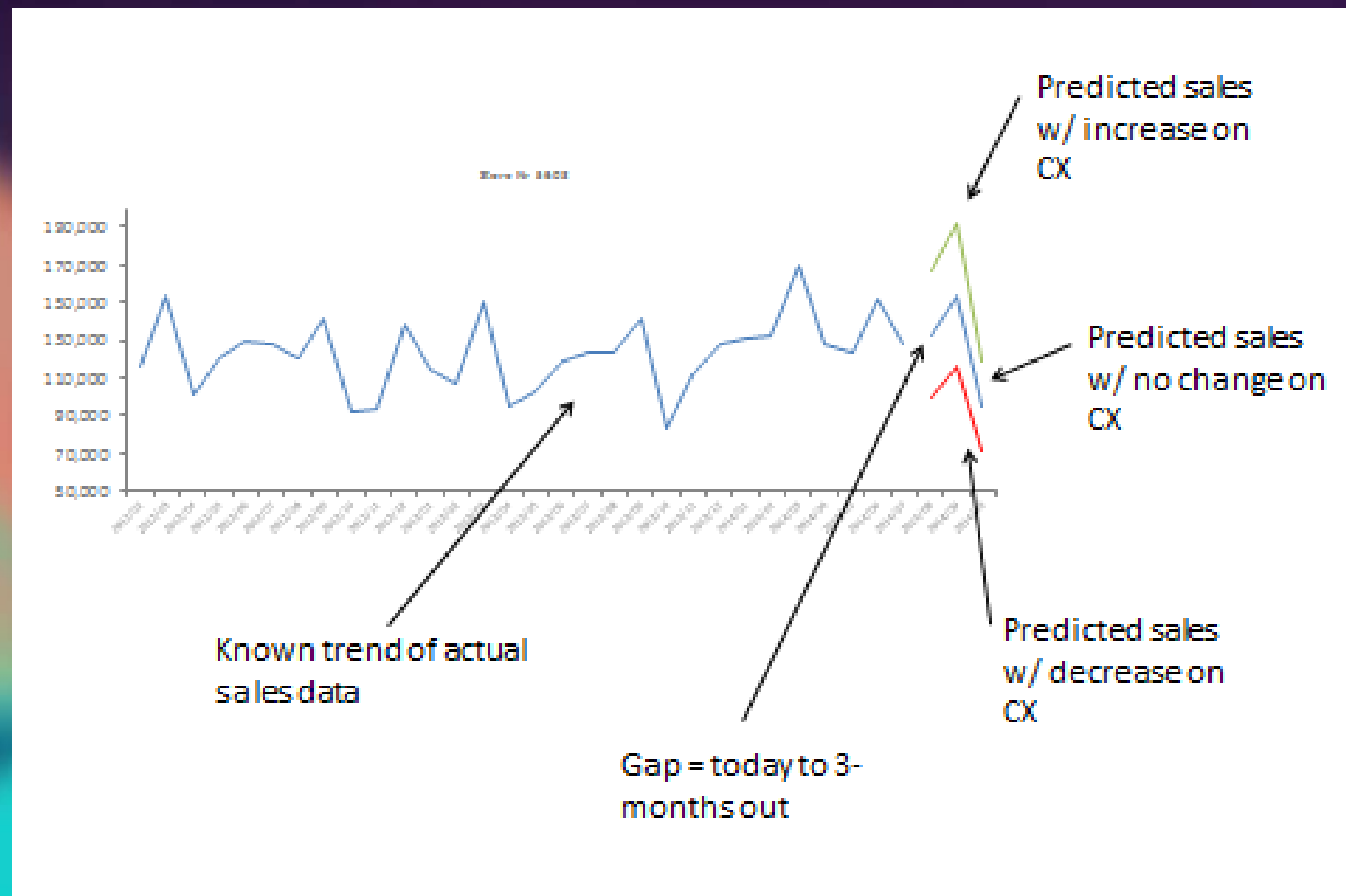
In what ways can organizations utilize customer data to identify emerging market trends and anticipate shifts in consumer behaviour that drive commercial growth?



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TRENDS & Predictive Analytics



Q&A

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Question 3

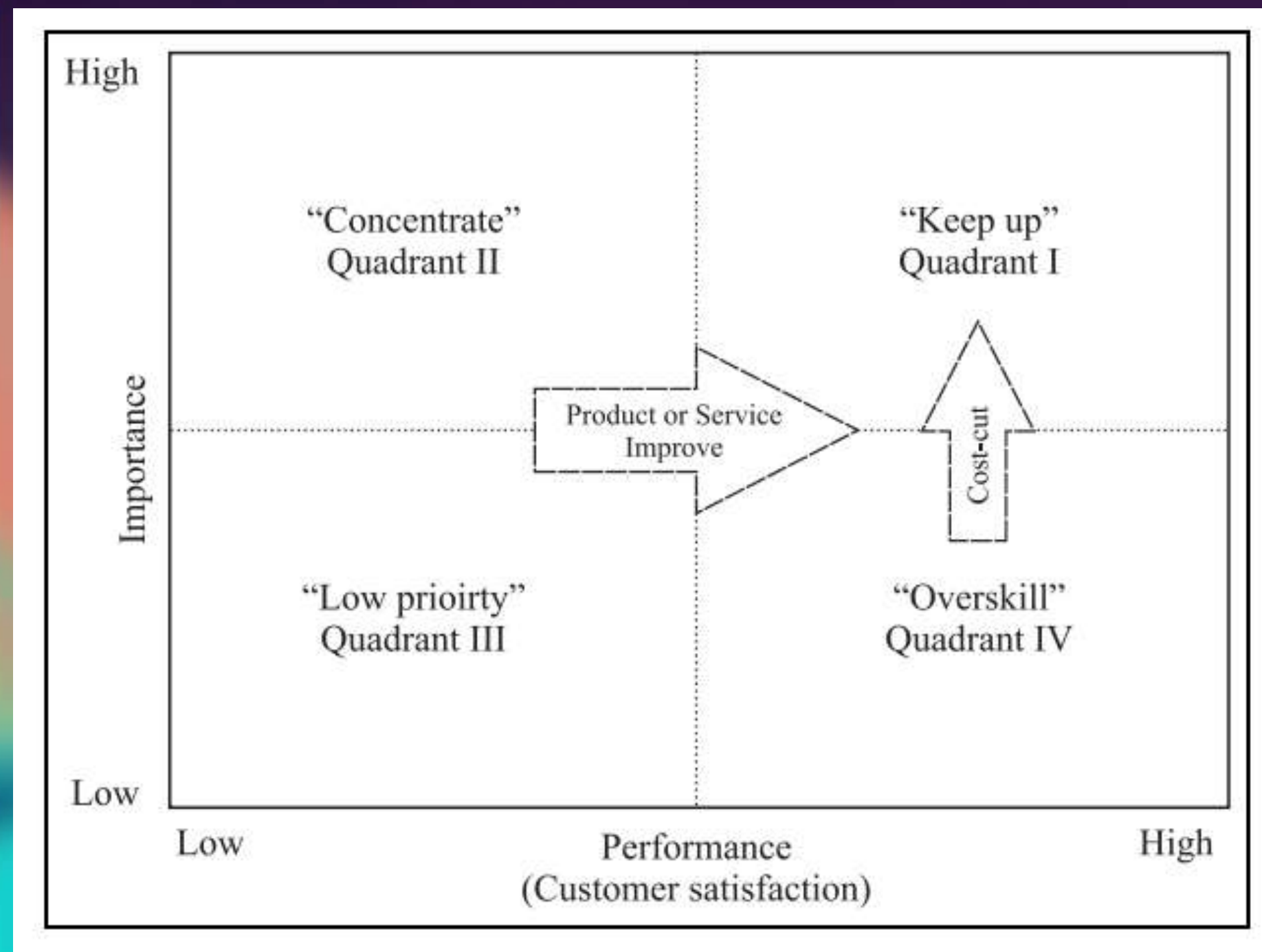
How can integrating customer insights into the commercial process help businesses increase customer lifetime value (CLV) while maintaining agility in fast-evolving markets?



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Importance–performance analysis



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Q&A



Q&A

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