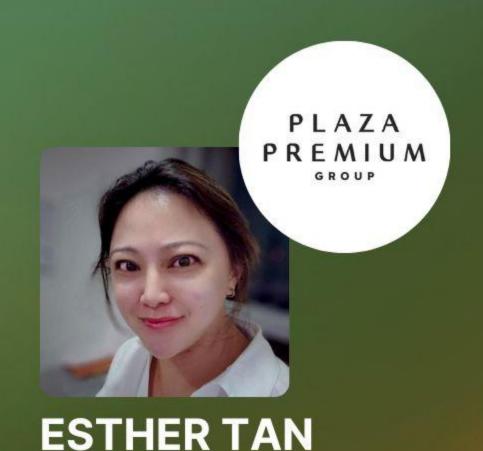# Panel Discussion | [Experience-led Growth]
Driving Business Success Through Exceptional Customer Journeys

ESTHER TAN

Global Director,
Marketing & E-commerce
Plaza Premium Group

ADERLENE FOO

Head of Digital Marketing &
Digital Ecosystem
National Gallery Singapore

GRACIA YAP

Regional Luxury
Marketing Leader (Ex-TAG Heuer,
McLaren & Porsche) & Founder
Next Bold Move
[Moderator]

THE MARTECH SUMMIT ASIA

8 & 9 April 2025
Singapore
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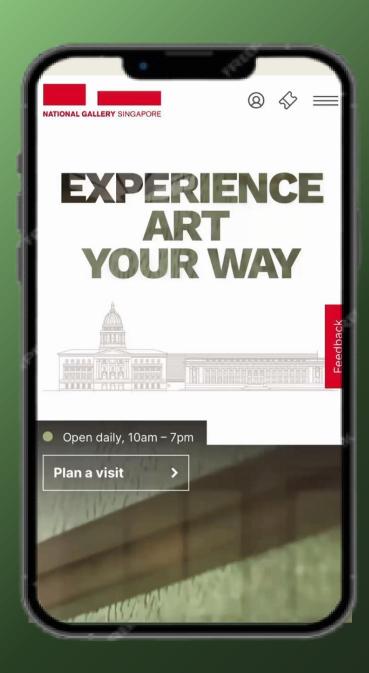
Question 0

What excites you most about customer experience in your industry right now. What's one trend or development that has you particularly energised?
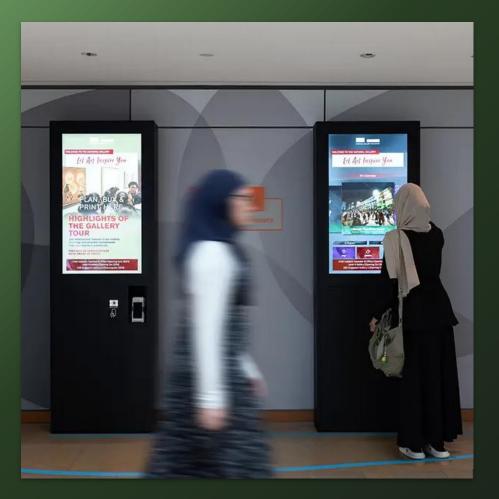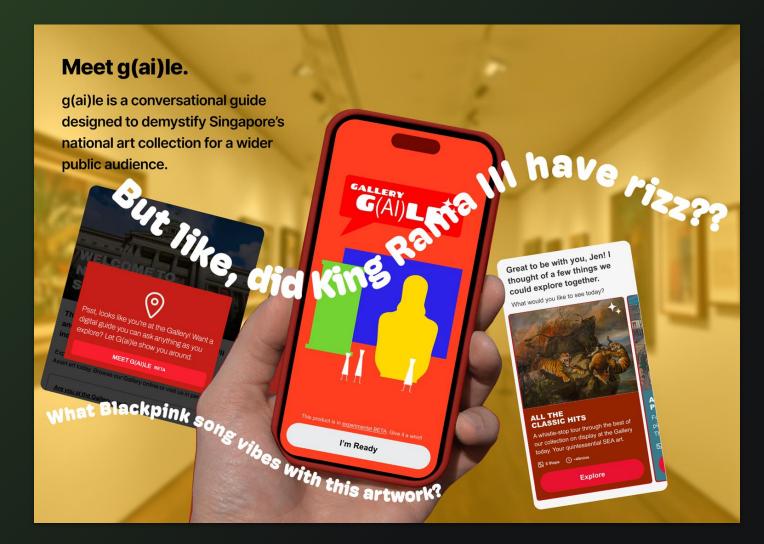
Q&A

Website

Self Service Kiosks
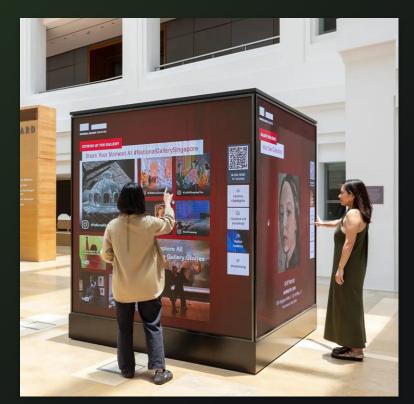
G(ai)le - AI Conversational Guide

Activity Cube

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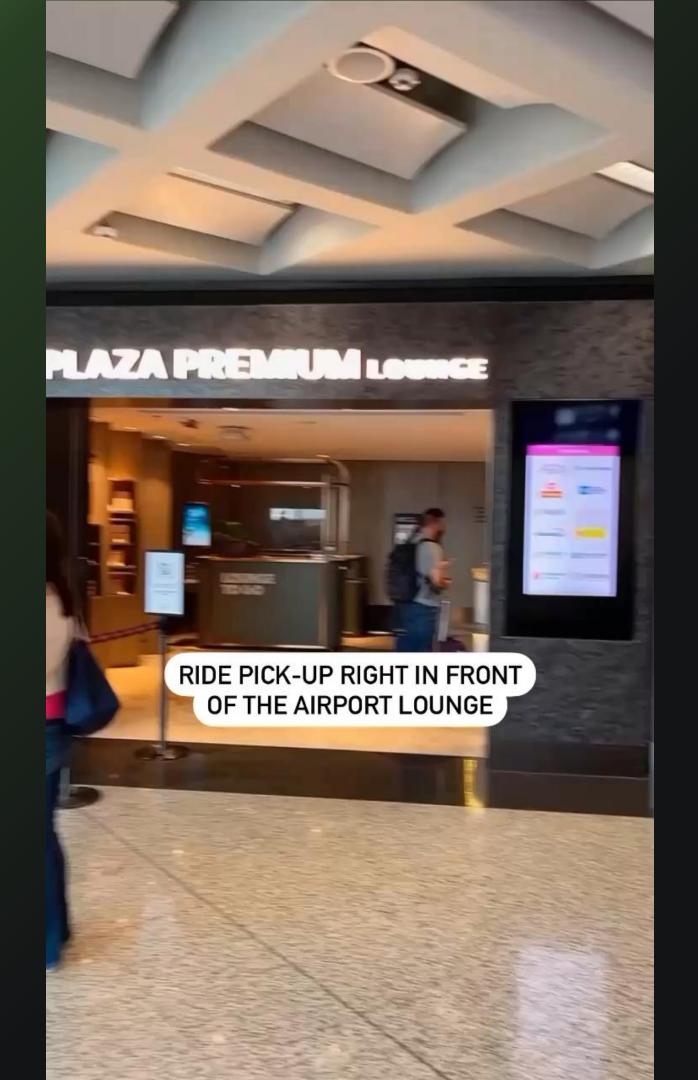
Question 1

How you've created your customer experience vision? And how have you connected these beautiful aspirations to actual business results?

Q&A

PLAZA PREMIUM GROUP | ALLWAYS

8888

PLAZA PREMIUM LOUNGE

RIDE PICK-UP RIGHT IN FRONT OF THE AIRPORT LOUNGE

NATIONAL GALLERY SINGAPORE

**Self-Guided Tour
(Curated Itineraries)**
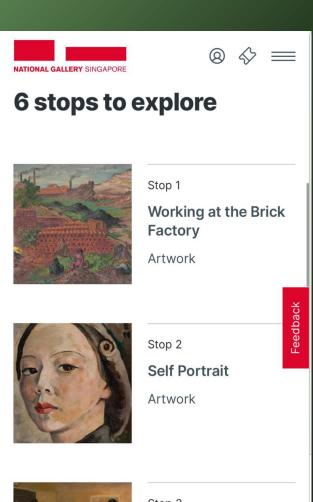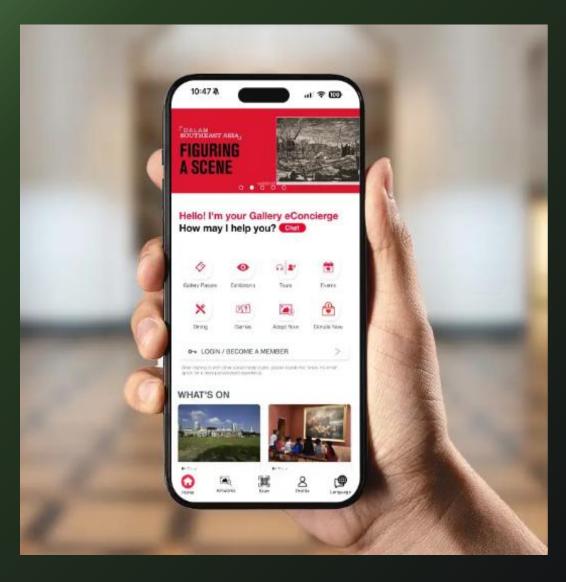
In Gallery Guide

TEMI Robot Guide

TAG HEUER MONACO NIGHT DRIVER LAUNCH
SINGAPORE

Question 2

Could you share a story about how your team discovered an important pain point in your customer journey and what you did about it?

Q&A

>>> **B2C MARKETING**

Self Service Kiosks & Pass Dispensers

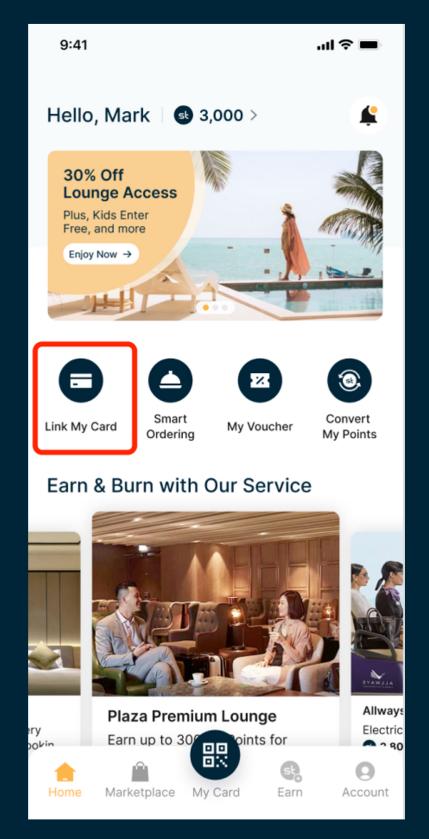**Visitor Experience Ambassador / Roving Concierges**

LINK MY CARD

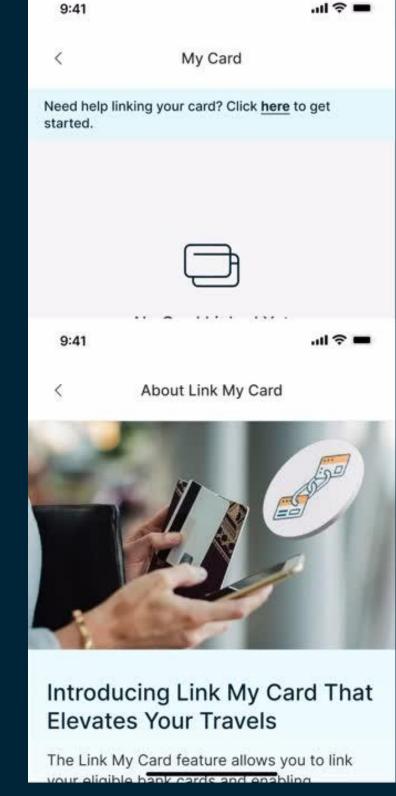A digital innovation, designed to enhance customer experience with Quick Lounge Access feature

- Improves cardholder experience by speeding up lounge check-ins through QR code

- View remaining access, eligible locations, and visit history

- Reduce call volume by minimising cardholder enquiries

Question 3

Let's talk about this buzzword 'phygital' – where digital meets physical.

Q&A

>>> **B2C MARKETING**
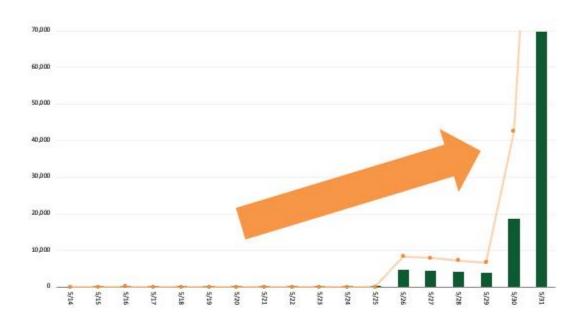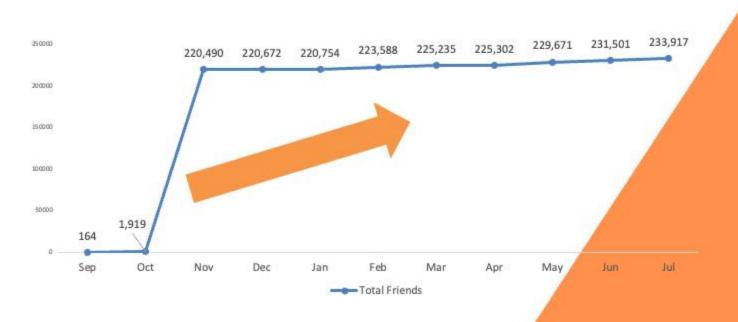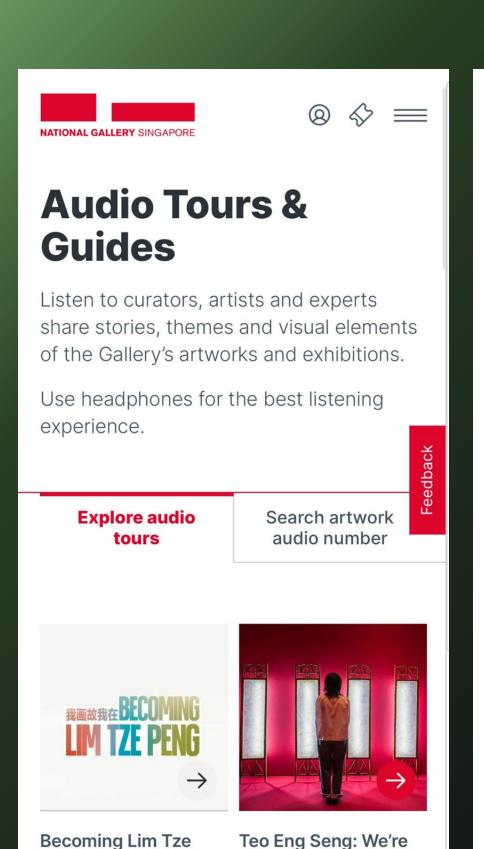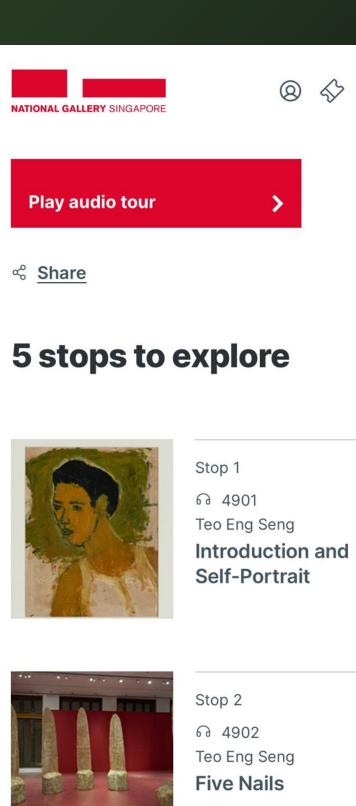
Audio Tours & Guides
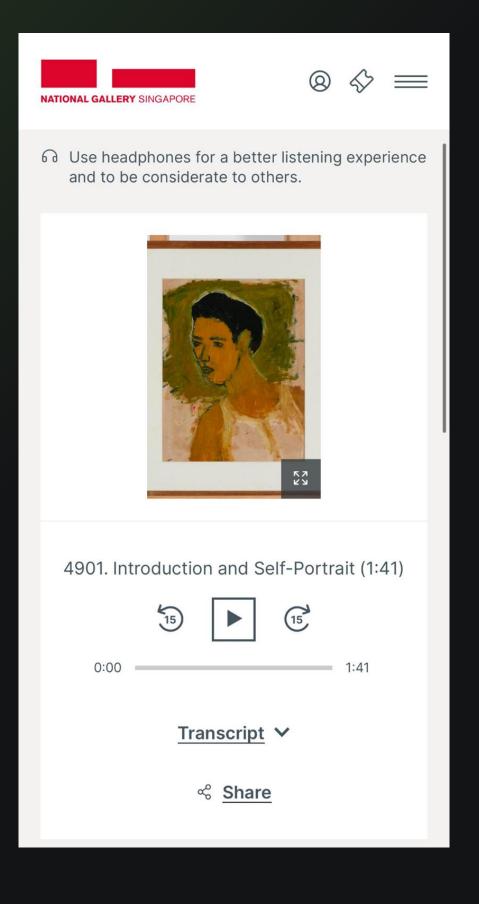
Listen to curators, artists and experts share stories, themes and visual elements of the Gallery's artworks and exhibitions.
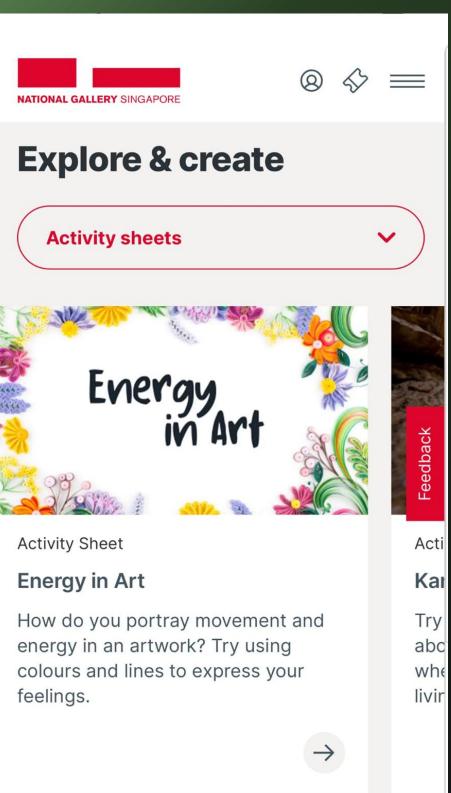
Learn About Art

Light Accessible Content to Online Courses

Question 4

Q&A
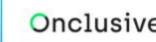
How are your teams personalizing interactions, whether someone's walking through your door or clicking through your website? What tools or approaches have worked best? And the tricky part – how do you balance making things personal without getting creepy or overwhelming your teams?

>>> B2C MARKETING

G(ai)le - AI Conversational Guide
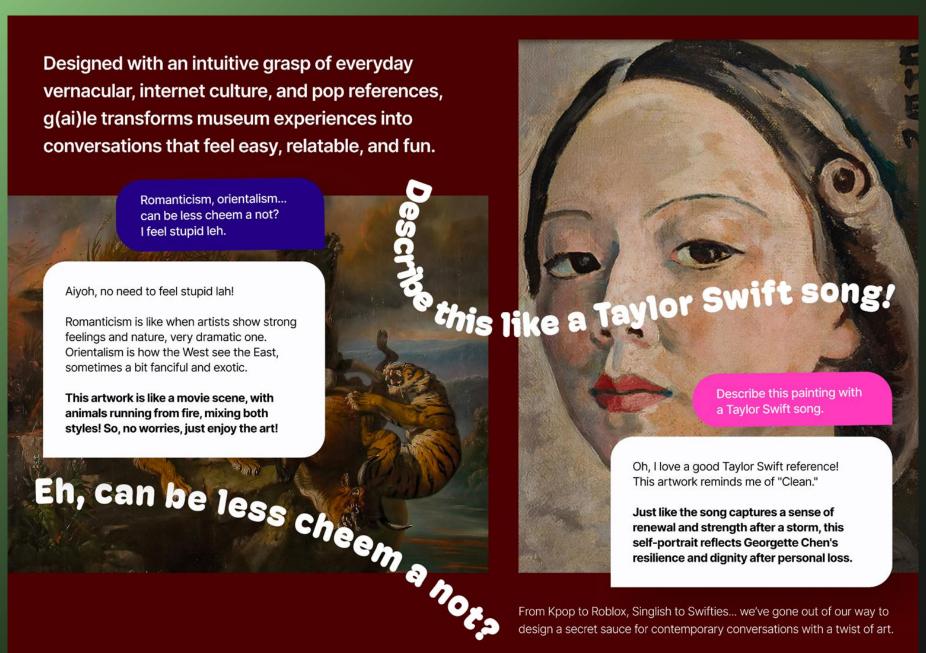
Designed with an intuitive grasp of everyday vernacular, internet culture, and pop references, g(ai)le transforms museum experiences into conversations that feel easy, relatable, and fun.

Romanticism, orientalism... can be less cheem a not? I feel stupid leh.
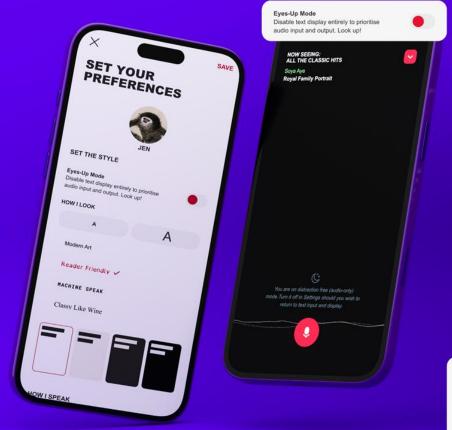
Aiyoh, no need to feel stupid lah!

Romanticism is like when artists show strong feelings and nature, very dramatic one. Orientalism is how the West see the East, sometimes a bit fanciful and exotic.

This artwork is like a movie scene, with animals running from fire, mixing both styles! So, no worries, just enjoy the art!

Describe this like a Taylor Swift song!

Describe this painting with a Taylor Swift song.

Oh, I love a good Taylor Swift reference! This artwork reminds me of "Clean."

Just like the song captures a sense of renewal and strength after a storm, this self-portrait reflects Georgette Chen's resilience and dignity after personal loss.

Eh, can be less cheem a not?

From Kpop to Roblox, Singlish to Swifties... we've gone out of our way to design a secret sauce for contemporary conversations with a twist of art.

With open-source dyslexia-friendly font support, multiple language options, as well as an audio-only 'eyes up mode' that lets visitors listen instead of read, g(ai)le ensures that everyone can engage comfortably.

SET YOUR PREFERENCES SAVE

JEN

SET THE STYLE

Eyes-Up Mode
Disable text display entirely to prioritise audio input and output. Look up!

HOW I LOOK

A   A

Modern Art

Reader Friendly ✓

MACHINE SPEAK

Classy Like Wine

HOW I SPEAK

Eyes-Up Mode
Disable text display entirely to prioritise audio input and output. Look up!

NOW SEEING:
ALL THE CLASSIC HITS
Soya Aye
Royal Family Portrait

You are on distraction free (audio-only) mode. Turn it off in Settings should you wish to return to text input and display.

THE AESTHETICS OF CONFLICT
Lim Hak Tai
Riot

YOU :
Why is it so abstract?

GAILE :
Ah, the beauty of abstraction! This artwork uses geometric forms and flat shapes in a Cubist style, which creates a sense of fragmentation.

Lim Hak Tai wanted to capture the chaos of social unrest in Singapore during the 1950s, and abstraction helps convey that frenzy.

It's like when a pop song uses catchy beats to express deep emotions— sometimes, less realism can say so much more!

HOW I LOOK

A   A

Modern Art

Reader Friendly ✓

MACHINE SPEAK

Classy Like Wine

HOW I SPEAK
ENGLISH ✓
中文
BAHASA MELAYU
தமிழ்

Lim Hak Tai
"骚乱"

这幅画的抽象风格正是林学泰想要表达社会动荡的方式。

YOU :
为什么这幅画的那么抽象？

GAILE :
啊，抽象的魅力！这幅作品的抽象风格是林学泰想要表达社会动荡的方式。

他使用立体主义的几何形状、创造出一种碎片化的效果，反映了当时的混乱局面。

正如流行音乐中的一些歌曲、抽象的这种方式让人们可以从不同角度理解那些情绪。

所以，艺术的魅力就在于它的多样性和开放性，大家可以有自己的解读！

As a public institution, our museum sees visitors of all walks and backgrounds. g(ai)le has been designed to serve as wide an audience as possible. Need a larger font? Prefer your art in mandarin? You got it.

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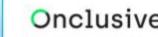
Question 5

Q&A

How do you know your customer's experience efforts are actually working?

What numbers of feedback really tells the story for you?

And beyond metrics, how have you gotten your teams genuinely excited about putting customers at the center of everything?