

Panel Discussion | [Omnichannel Engagement]

Creating Seamless Customer Experiences Across Touchpoints



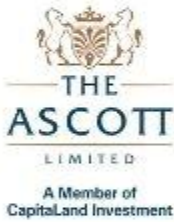
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What's the biggest obstacle you face in creating a seamless omnichannel customer experience?

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Question 1

What is your achievement / approach / Insights in developing customer touchpoints across channels? What are the features?



Q&A

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Question 2

How do you measure the success of your omnichannel efforts, beyond standard metrics like traffic or conversion?



Q&A

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Question 3

What's one key challenge you've faced in delivering a truly seamless omnichannel experience, and how did you overcome it?



Q&A

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Question 4

What strategies or tools have helped you unify customer data to create more consistent and personalised journeys?



Q&A