



# Panel Discussion | **[Customer Insights]** Unlocking Data for Smarter Decisions with Modern Customer Intelligence



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**What does Customer Intelligence mean to you in 3 words?**



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## Question 1

**To start off, how does your organisation define “customer intelligence,” and why has it become a key priority in your strategy today?**



Q&A

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## Question 2

**What's the biggest challenge your team faces in turning customer data into actionable strategies, and how are you addressing it?**



Q&A

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### Question 3

**Can you share a specific example where customer insights directly shaped a successful marketing or product decision?**



Q&A



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## Question 4

**How do you balance long-term brand building with short-term data-driven decision-making in today's fast-moving market?**



Q&A

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## Question 5

**What tools or methods have proven most effective in unifying  
data across different channels or business units?**



Q&A

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## Question 6

**Looking ahead, what skill sets or capabilities do you believe marketing teams need to fully leverage customer intelligence?**



Q&A