



Panel Discussion

Customer-Centric Ecosystems

Unlocking Customer Value in a Connected Digital Ecosystem



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What's the first word that comes to mind when you think of a "customer-centric ecosystem"?

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Q&A

Question 1

With increasing digital touchpoints, how do you ensure customers experience a seamless and coherent brand journey across regions and formats?

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Q&A

Question 2

As profitability becomes the focus, what are the latest trends to generate more traffic or demand to your stores / websites and brands?

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Q&A

Question 3

Can you share a recent initiative that successfully blended in-store and e-commerce channels to enhance customer value?