



Panel Discussion

Customer Retention

Strengthening Engagement for Long-Term Success



Lead Panellist

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Q&A

What is the key metrics you are using to measure long-term engagement and customer lifetime value? (Word Cloud)



What is the key metrics you are using to measure long-term engagement and customer lifetime value?

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Question 1

Can you share an example where personalisation significantly improved retention or repeat purchases?



Q&A

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Question 2

Beyond rewards programmes, what initiatives have you found to be successful in building emotional or brand-driven loyalty?



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Question 3

How do you measure long-term engagement and customer lifetime value, and which metrics actually matter to your team?



Q&A