



# Panel Discussion | **[Omnichannel Engagement]** Creating Seamless Customer Experiences Across Touchpoints



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**What's your biggest challenge when delivering a personalised customer experience?**



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## Question 1

**How do you break down data silos to create connected customer experiences?**



Q&A

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## Question 2

How do you balance personalisation with privacy?



Q&A

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### Question 3

How do you blend data and human touch to build loyalty?



Q&A



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## Question 4

**Where has AI made the biggest impact so far on your engagement strategy?**



Q&A