

Interactive Panel | CX Challenges: How to Roadmap a Single Customer View to Humanise Customer Experience



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Question 1: How can an organisation create, or think about, a roadmap to drive a single customer view? - The Problem

Question 2: What are the key barriers & enablers to leverage technology to bring the single customer view to life?

Question 3: The future of customer experience - What are the trends/opportunities to solve the problems?

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Key Takeaways

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Q&A