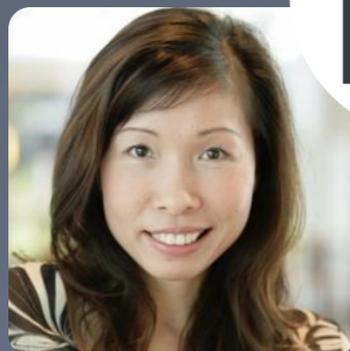


Interactive Panel | CX Values: How to Position Your CX Strategies to Align with Branding and Values Proposition



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CUSTOMER

Question 1: How do we listen to our customers to adapt our brand values?

Question 2: In today's context of reducing brand loyalties, is it important for brands to align their proposition with customer values/strategies?

Question 3: How do you unlock deeper consumer insights to arrive at a winning brand proposition?

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Key Takeaways

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Q&A

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