

Boosting Customer Experience (CX) through messaging to thrive in the digital-first world

Roundtable Discussion





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01

What are the common **challenges** in **driving effective CX** and how to overcome them through technologies like business messaging?

02

How are **enterprises** communicating with customers and prospects at a time where phone, emails and SMS are facing increased regulatory pressure?

03

How are enterprises effectively leverage **business messaging** to elevate customer journeys, delight customers and provide ongoing support?

04

How organisations can **drive better CX** in a more resilient and agile manner in an increasingly digital world. What is the role of business & marketing stakeholders in driving success?



Ready to learn
more?

**The WhatsApp Business Platform
empowers businesses to connect with
their customers personally, at scale.**



With more than **two billion** people using the platform around the world, WhatsApp is how people everywhere connect with friends, family, and now, businesses.

Boosting Customer Experience (CX) through messaging to thrive in the digital-first world

1. How organisation can drive better CX in a more resilient, and agile manner in an increasingly digital world. What is the role of business and marketing stakeholders in driving success?
2. What are the common challenges in driving effective CX and how to overcome them through technologies like business messaging?
3. How are enterprises communicating with customers and prospects at a time where phone, emails and SMS are facing increased regulatory pressure?
4. How can enterprises effectively leverage business messaging to elevate customer journeys, delight customers and provide ongoing support?

Be the Smarter, Faster, Customer-First Growth Leader

1. What are the top success metrics/ KPIs / goals that matter most to a CX Professional?
2. How are you leveraging analytics, segmentation and engagement to drive growth?
3. What is a good retention rate and how do you stack up to Industry Benchmarks?