

# CX Forecast | The Importance of Customer Lifetime Value for CX Leaders



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The Bank of London



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# slido



**What do you wish you knew about your customers but you don't?**



**LONDON**  
**6 June 2023**  
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**Question 1:**

**Why is Customer Lifetime Value of so much importance now?**

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**Is Lifetime CX a board level priority?**



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**Question 2:**

**How do you deliver on Customer Lifetime Value when most execs are not there for the lifetime of the company?**



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**Question 3:**

**How we are breaking down the silos and working collaboratively?**



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## **Key Takeaways**

**Zohaib's Takeaway:** The key is to create an emotional connect between the customer and the brand to establish loyalty and advocacy.

**Duncan's Takeaway:** It is likely we will need to collaborate more, rather than reinforce our silos, how does that start?

**Felipe's Takeaway:** Design experiences with shared purpose and mutual values in mind to entangle businesses and organisations into relationships that last longer than specific individuals or stakeholders. Always seek critique, be decisive with its application.

**Sophie's Takeaway:** It's crucial that we maintain a proactive approach to our customer strategy rather than reactive, this can be ensured by having a clear, prioritised and aligned customer strategy to our business strategy and processes.



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**15:50 - 16:50 | Interactive Panel Leading to Roundtable Discussion**  
**CX Forecast: The Importance of Customer Lifetime Value for CX Leaders**

**Question 1. How can CX leaders effectively convince stakeholders that prioritising customer lifetime value (CLV) is more valuable than focusing solely on short-term financial gains?**

**Question 2. Can CX leaders effectively predict and forecast customer lifetime value, and if so, how can these predictions be utilised to inform strategic decisions and resource allocation?**



# Thank you!

# UPCOMING EVENT

LONDON ST PAULS

THIS THURSDAY - 8 JUNE 2023

THE MARTECH SUMMIT ROUNDTABLE



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