

Panel Leading to Roundtable | [Customer Lifetime Value] The Importance of Customer Lifetime Value for CX Leaders



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slido



How many of you have done the following activities

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Which factor to keep customer coming back to your brand

[Customer Lifetime Value] The Importance of Customer Lifetime Value for CX Leaders

Question 1

Which factor to keep customer coming back to your brand?

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Question 2

How often does your organisation action based on the voice of customer?

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Question 3

Who owns the customer journey / customer experience?

**Interactive Panel Leading to Roundtable | [Digital Transformation]
Driving Digital Transformation with Organisational Alignment**

Key Takeaways

[Customer Lifetime Value] The Importance of Customer Lifetime Value for CX Leaders

Roundtable Discussion

1. Who owns the customer journey / customer experience?
2. Do all customers deserve the best experience?

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Panel Discussion | [Data Literacy] How to Enable Teams to Read, Communicate and Harness Data for Marketing Efficiency

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