Cracking the Customer Code

Getting CX-ready for 2020 and Beyond

Discussion paper and agenda

2 August 2018
(12.00pm - 2.30pm)

TANZINI RESTAURANT
GTOWER HOTEL, 199, JALAN TUN RAZAK, KUALA LUMPUR, 50450 KUALA LUMPUR

Marketing Roundtables: Because it's important to share opinions

Agenda

12:00pm – Arrival of discussants, networking

12.25pm - All seated, welcome from Rezwana Manjur, Regional Editor, *Marketing* magazine

12:30pm – All seated. Introductions from participants

12:45pm – Commencement of discussion over lunch

14:10pm – Highlights and summary of discussion from each table

14:30pm – End of lunch and networking

Why Attend

Never have CMOs been under more scrutiny for bringing in revenue through new customer acquisitions, increased cross-sell and upsell to existing customers, increasing LTV, and much more. 2 out of 3 CMOs will tell you that their CEOs have given them a revenue target to meet. 2 out of 3 CEOs are holding CMOs accountable for Revenue.

This makes cracking the customer code all the more crucial. How are marketers leveraging Customer Experience and building a connected data foundation to understand the passions, priorities and preferences of their customers and ultimately, drive business value?

Join us on 2 August for one of the most engaging, interactive and thought provoking luncheons you've ever been a part of! Enjoy a sit-down lunch with your peers, senior marketing professionals just like you - across all industries and verticals - to discuss these challenges in greater detail, cross-learn, share insights, and explore new ways to approach your customers.

We don't expect you to have all the answers, but by sharing and listening to one another, we expect you to have more answers before lunch is over. Furthermore, highlights of the discussion will be featured in an article on www.marketing-interactive.com, adding further value to the greater marketing community.

You don't need to share more than you're comfortable with, but we hope you can be a part of it.

Sincerely,

Rezwana Manjur,
Regional Editor, *Advertising + Marketing* magazine

Discussion points

The following points are good indicators of what will be discussed over the luncheon. However, we are not restricted to these – constructive and spontaneous discussions are welcome.

Technology, the customer, and your business

1. How has the customer journey evolved as a result of today's rapid technology advancements?
2. How has advancements in tech changed the way customers interact with your business today?
3. How do you map your customers' journeys across multiple touch points and locations?
4. How sophisticated is the integration of online and offline touch points by marketers in Asia Pacific?
5. How has your mandate changed over the years in terms of customer acquisition, revenue targets, and CX marketing?

Gaining 360-degree view of your customers

1. Are you able to collect enough in-depth insights to provide relevant marketing to your audience? What challenges do you face with personalisation?
2. What are the difficulties you faced when mapping and making sense of the customer buying journey, especially in a cross-device ecosystem?
3. How do you gain a 360 view of your consumers through scalable analytics that cuts across devices? What does the picture tells you?

Creating a seamless strategy – personalisation at sight

1. What steps have you taken to streamline your marketing processes to maximise impact?
2. How do you deliver a consistent presence across all consumer touch points? What's the current strategy that your company is using?
3. What is the actionable data at source to personalise and improve customer experience?
4. How are you able to deliver personalization goals at scale and spark conversations with customers using real-time interactions?

Proving ROI on customer experience

1. What are your existing resources and solutions? How are you leveraging these resources and solutions available to map your customer journey?
2. How are new technologies helping the process of customer experience? How are you justifying costs for new technology investments?
3. What's more important to your brand when it comes to proving ROI? Revenue generation or cost reduction and why?

Customer loyalty vs. privacy

1. How are you working to action your audience's data to improve your customer loyalty and increase your customer lifetime value?
2. What steps are being taken by your organisation to ensure data privacy with its audience?
3. Do you think customers understand the data exchange deal and if yes, how do you make sure your customers are rewarded accordingly?

Advancements in data sciences

1. With technology and data sciences transforming rapidly, how has research evolved over the years?
2. With the prevalence of location-data, how can it be put to good use for audience engagement?

Managing data

1. How much of a problem do you face with data being stuck in silos?
2. Does your marketing tech stack integrate the data from all customer touch points seamlessly? At what stage are you in the process of integrating all customer data and targeting capabilities across the purchase funnel?
3. How do you makes sense of the data collected through various digital marketing channels? What are the dos and don'ts when mining for insights?

The costs of marketing

1. In your company, is marketing viewed as a cost centre?
2. Do you think your CEO feels the marketing budget is justified?
3. How does budgeting work at your company? Does your budgeting process include money spent on analysing the effectiveness of your marketing spend and reducing wastage?
4. Do your bosses complain about wastage in marketing budgets? How much of your marketing budget do you believe gets wasted? How much of a problem do you face with data being stuck in silos?
5. Do you think "reducing cost" is the only variable when it comes to "lean marketing" approach?

Where do we go from here?

1. How do you decide on your investments for the next year? What do you prioritise?
2. Would you invest in marketing channels where you can't directly calculate the returns?
3. Do you have cases where customers have become annoyed due to poor or excessive targeting?
4. What do you do when you discover inadvertent duplication in your marketing efforts? How is wastage excised from your campaigns?

Challenges and solutions

1. How do you see your customer evolving in the short and mid-term? How must brands change to adapt?
2. How do you keep up with new technologies and evolving best-practices? What is the best possible technology and marketing services available to help drive new capabilities?
3. Do you think you'll reach the point where every process that could be automated has been automated?
4. What according to you is slowing technology adoption?