



## **Redefining Customer Experience**

Strategic principles and priorities in the new digital age

**Discussion paper and agenda**

**04 March 2021**

11:00am - 12:30pm

**TO BE HELD AS A VIRTUAL ROUNDTABLE  
(LOGIN DETAILS WILL BE SENT TO YOU PRIOR TO THE EVENT)**

**Marketing Roundtables: Because it's important to share opinions**

### **Agenda**

11:00pm – Login and welcome from Soren Beaulieu, Regional Strategy & Content Director, *Advertising & Marketing* magazine

11:05am – Introductions and highlights/summary from the 6th edition State of Marketing report

11:15am – Commencement of discussion proper

12:20pm – Final thoughts

12:30pm – End of discussion

## **Discussion points**

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

### **Technology, the customer, and your business**

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

### **The state of CX in an increasingly digital world**

1. How successful are organisations these days at creating a seamless digital experience for their customers?
2. Digital marketing makes it easy for companies to deliver tailored communications, but often brands struggle to deliver truly personalised experiences. Your thoughts?
3. In general, how do customers experience these personalised engagements, and how successful do you think brands are at delivering genuinely valued experiences in the Asia market?
4. Can we leverage a comprehensive view of the customer's brand experience, with a complete history across all touch points? And what can we do with the data?

### **Managing market disruption**

1. Route to market strategies were already being disrupted pre-Covid-19, but have been pronouncedly exacerbated in the global pandemic's aftermath. How has your business been affected, and what steps have/are you taking to adapt and innovate as a result?
2. What can we expect in today's new reality of changing consumer trends post-pandemic and an increase towards hyper digitisation?
3. What macro-economic changes and consumer trends are you keeping an eye on that could negatively or positively affect your business or market position, and what advice do you have for fellow marketers who may be struggling with adopting a global outlook?
4. As a marketer, how are you assessing the impact that new technologies and trends have on consumer behaviour? How does it manifest itself in your marketing practices?
5. How has your business' distribution strategy evolved (i.e. more direct to consumer, less dependence on 3<sup>rd</sup> parties or partners)?

### **Focusing on growth and retention**

1. You're required to deliver quantifiable competitive advantage to your business by acquiring valuable clients, while also ensuring their loyalty long term. How are you balancing both short term and long term strategies? How are you identifying and targeting clients who will be the most valuable to your brand?
2. What are your requirements when choosing the right marketing technology for your business needs and transformation journey?
3. How should we be tracking and assessing ROI?

### **Thanks to our Partner:**

*This Roundtable would not be possible without our partner Salesforce, the leading provider of customer relationship management solutions and enterprise applications focused on customer service, marketing automation, analytics, and application development. Find out more [here](#).*

