The State of Customer Experience
The keys to successful future proofing

Discussion paper and agenda

13 Nov 2020
2:00 - 3:45pm

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

2:00pm – Login and welcome from Rezwana Manjur, Regional Editor of Marketing magazine
2:05pm – Around the (virtual) table participant introductions
2:15pm – Market research context and intro: “The State of the Consumer in the Post-Pandemic Era”
Adriana Chia, SEA Consumer Insights Lead, Nielsen
2:25pm – Commencement of discussion proper
3:25pm – Final thoughts
3:45pm – End of discussion
Optional - Post event mini networking and informal interaction
Technology, the customer, and your business

1. How has the customer journey evolved because of the global pandemic?
2. Lessons from the crisis; what concepts, strategies, and tools around customer engagement and brand engagement have organisations needed to develop to not only survive the effects of the pandemic, but also thrive in the future?
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?

Trust and Innovation

1. How are you winning and maintaining brand trust with your customers?
2. When it comes to delivering on a brand promise or innovating based on customer feedback, what are you doing to improve communication and product/service ideation in real time?
3. Are trust and loyalty the same thing? Elaborate.
4. What commerce related innovations has your organisation made over the last 12 months to keep up with the increase in online purchasing behaviour?

Creating a seamless strategy

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. How do you ensure a seamless user experience between your online and offline presence?
4. How are you able to deliver personalization goals at scale and spark conversations with customers using real-time interactions?

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?

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. Does your organisation have an aligned planning process that includes sales, product and marketing?
5. In your opinion, what is missing / lacking in the MarTech space today?
6. How do you see the role of CMO or the state of marketing in 5 years?
All discussants and highlights of the discussion will be featured in a digital article on www.marketing-interactive.com. Of course, all off-the-record, sensitive, and confidential information will not be published.

To have an idea of how you will be featured, here’s a past article for your reference: