



TEAMMARKSMEN RANSFO 2024 BENGALURU EDITION

### **CUSTOMER-CENTRICITY UNLEASHED:** STRATEGIES FOR SEAMLESS EXPERIENCES

### TRANSFORMATIVE **CX IN THE DIGITAL AGE**

MARCH 2024 | BENGALURU

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### THE **BUSINESS** CASE FOR **ELEVATED CX**



Across industries, leaders are prioritising better, faster, increasingly seamless interactions between itself and its audiences, wherever they may be. And it is little wonder why this is so: A recent survey conducted by **KPMG** further underlines the significance of CX, revealing that 63% of respondents are willing to pay a premium for an enhanced experience. Moreover, businesses that invest in enhancing the customer experience typically see increases in cross-selling and up-selling of 32%, customer satisfaction of **33%**, and customer retention levels of 42%.

As companies hone in on CX as a differentiator, capturing the edge it offers is harder than ever. In turn, many businesses are turning to hyper-personalization to improve CX and drive growth. Through sophisticated data analysis and AI algorithms,

hyper-personalization is enabling businesses to anticipate individual customer expectations and proactively offer bespoke solutions. Al helps analyze customer data in real time, providing organizations with the capability to gain instant insights into consumer behavior and buying patterns. This real-time analysis empowers companies to adapt quickly to changing trends and customer preferences. This not only enhances the overall customer experience but also supports organizations in building stronger relationships with their customers.



However, while the importance of CX is evident, organisations also face numerous challenges in delivering exceptional experiences. These challenges include the need for a strategic **CX approach**, identifying and resolving customer pain points, and ensuring consistency throughout the customer journey.

## GEARING UP FOR EVOLUTIONARY CX

In today's consumer landscape, consumers are increasingly connected with brands across the breadth of the experience. Thus, they seek connected journeys, transparent processes, and seamless transitions across channels, expecting personalised experiences that resonate with their circumstances.

To address and explore solutions for the challenges faced in doing so, and uncovering the opportunities inherently present therein, Team Marksmen is uniting CX experts on a single platform yet again. Following the success of the conclave in Mumbai and the Delhi-NCR region, we are pleased to announce the **CX Transformation Conclave – Bengaluru Edition,** which will take place in **March 2024.** 

This industry-centric platform will see leaders delve into strategies for creating seamless and frictionless experiences throughout the customer journey. The conference will feature thought-provoking panel discussions, providing a platform for knowledge sharing and insights into the manner in which **CX leaders** can create value, exceed expectations, and stand out from the crowd.

## KEY Highlight









## WHO SHOULD ATTEND?



- Customer Experience Heads
- Customer Relations Heads
- Customer Service heads
- Customer support heads
- Contact Centre Heads
- Customer care
- Customer Success Heads
- Digital Heads
- Heads of Consumer Insights and Analytics
- COO
- Chief Digital Officer
- Chief Marketing Officer

## WHY **ATTEND?**

### INDUSTRIES

Food & Beverages, Manufacturing, Retail, Direct-to-Consumer Brands, E-Commerce, FinTech, Travel & Hospitality, EdTech, Logistics, Healthcare, BFSI and more.

# Learn from **INDUSTRY EXPERTS** who have aced their CX game

Get access to comprehensive panel sessions, use cases and keep pace with the **CX TRENDS** that impact the industry.

Discuss **INDUSTRY BEST PRACTICES** and ways to overcome challenges in implementing CX strategies

Explore **ADVANCEMENTS IN TECHNOLOGY** that help harnessing the full power of CX to drive business growth.

Networking with **SENIOR CX LEADERS** and peers from across various industries



## WHY **SPONSOR?**





**BRAND EXPERIENCE** and positioning as a thought-leader



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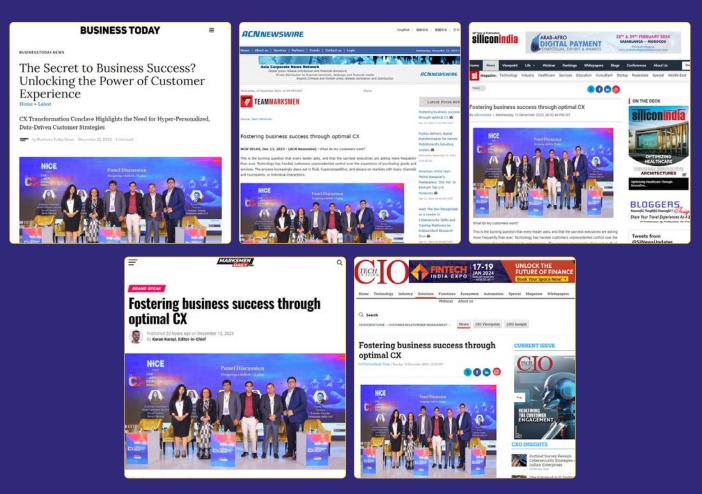


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#### ABOUT TEAM MARKSMEN

We are a media organisation based out of Mumbai that empowers industry leaders by providing them with insights, ideas, and opportunities that fits their unique industry and context. Through content shared via our flagship website, Marksmen Daily, and our print magazine 'in Focus' focused on business, leadership, and lifestyle, we help advance the practice of management.

**Team Marksmen** has carved a niche by creating unique knowledge communities and platforms that inform and shape the actions of decision makers, enabling them to create impactful change. We have successfully executed more than 45 events with 1500+ domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.



This initiative has been brought to you by **Team Marksmen.** We help organisations and leaders from across sectors create impactful change that matters through unique brand solutions that resonate with audiences.