

NICE

Presents

TEAM MARKSMEN
**CX TRANSFORMATION
CONCLAVE 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. AI 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



2

SUCCESSFUL
EDITIONS



400+

DELEGATIONS



10+

BRAND
PARTICIPATIONS



70+

INDUSTRY
LEADERS

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



Unparalleled networking opportunities with **SENIOR CX LEADERS**



Build and strengthen your Relationship, Visibility and Reputation with **MAJOR INDUSTRY KEY PLAYERS.**



Showcase your services and advanced technologies in front of **150+ SENIOR DECISION MAKERS**

Give real-time update on delays, DGCA tells airlines

By Anshu Singh

The Directorate General of Civil Aviation (DGCA) has issued a directive to airlines to provide real-time updates on flight delays to passengers. The directive, issued on January 12, 2024, states that airlines must provide passengers with timely information regarding flight status, including delays, cancellations, and gate changes. The DGCA emphasized that this is crucial for passengers to make necessary travel arrangements and manage their time effectively. Airlines are required to use various channels, including mobile apps, websites, and SMS, to disseminate this information. The DGCA also mentioned that it will monitor the compliance of airlines with these directives and take appropriate action if any airline fails to adhere to the guidelines.

Half of top economists expect world economy to weaken in '24

By Anshu Singh

A survey of leading economists has revealed that half of them expect the world economy to weaken in 2024. The survey, conducted by a prominent economic research firm, asked experts to provide their outlook for the global economy over the next year. The results showed that 50% of the respondents believe that the world economy will experience a decline in 2024, while the remaining 50% expect it to remain stable or show signs of recovery. The experts cited several factors contributing to their pessimistic outlook, including high inflation rates, geopolitical tensions, and the impact of the COVID-19 pandemic. However, some experts also noted that certain regions, such as Asia, might continue to show growth, which could offset the overall economic weakness. The survey highlights the uncertainty and challenges facing the global economy in the coming year.

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REVOLUTIONIZING CUSTOMER EXPERIENCE
NAVIGATING THE FUTURE AT THE CX TRANSFORMATION CONCLAVE

The Delhi-NCR edition of Team Marksmen Network's CX Transformation Conclave spotlighted eye-opening customer experience strategies for a new era of customer engagement

THE DIVERSE SPEAKER ROSTER INCLUDED

- ANITA NAYYAR**, Founder & Managing Director, Pinnacle Aircast Limited
- BHIMSEN GULABANI**, CEO, Pinnacle Aircast Limited
- NIDHI CHADHA**, Founder & Managing Director, Pinnacle Aircast Limited
- SAHIL KHANNA**, Founder & Managing Director, Pinnacle Aircast Limited

SANJAY GUPTA, VP - South Asia and Middle East, NICE

"In 2024, we're at a tech crossroads. The rise of Digital & AI transformation opens doors for mass personalization, aiming to craft extraordinary CX. Yet, introducing AI requires meticulous planning—consider the intricacies of data, integration, and change. The game-changer? Navigate wisely by fusing CX tools and data on a cutting-edge cloud-native platform. That's the winning play for future-proofing and growth."

AALOK PRADHAN, Head Contact centre Ops, CX, COE - Digital & AI, TVS Motor Company

"AI is not going to eliminate people, it will eliminate those who cannot use AI. Humans are evolving, they need to know the technology, how technology needs to be used, brainstorm around it, what more can be done. When we talk about hands on experience, you don't need to write the complex codes or queries. Why would you write the codes when you can write a code which can write the codes for you? That's the skillset to be developed."

ARPIT AGGARWAL, Head CX, Strategy & CRM Revenue, Tata CLiQ

"I think the CX industry is progressing by leaps & bounds from a personalisation standpoint, with GenAI starting to play a critical role in this transformation. However, while the industry is abuzz from a GenAI standpoint, the technology is still in its infancy, and we'll have to be cautious about how it matures and the resulting end-product. It cannot lack empathy, as that has been a core value from a customer experience standpoint, and once it matures and empathy is embedded in the personalisation engines, we should be able to see a much-refined product which caters to both customers' and the organisations' needs."

RAJEEV KHARYAL, Head Customer Service, TATA Power Delhi Distribution limited

"Currently there is a transition where the importance of customer experiences is growing and balancing of technology and human intervention has to be done. In TATA Power Delhi Distribution Limited, over 2 million customers are being served across life cycle, with customers looking to get in touch as per the 3 tier model of Albert Mehrer - through verbal, vocal, and visual means. Similarly, whenever the internal communication happens we have a structure called TIPS - technology, Infrastructure, Process, and People, which leads to customer satisfaction."

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CX Transformation Conclave: Putting CX priorities into practice

Published 1 day ago on December 6, 2023

By Karan Karayi, Editor-in-Chief

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CX Transformation Conclave: Putting CX priorities into practice

By siliconindia | Wednesday 06 December 2023, 06:38:21 PM IST

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CX Transformation Conclave Highlights the Need for Hyper-Personalized, Data-Driven Customer Strategies

by Business Today News | December 12, 2023 | 1 min read

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Fostering business success through optimal CX

NEW DELHI, Dec 13, 2023 - (ACN NewsWire) - What do my customers want?

This is the burning question that every leader asks, and that the savviest executives are asking more frequently than ever. Technology has handed customers unprecedented control over the experience of purchasing goods and services. The process increasingly plays out in fluid, hypercompetitive, and always-on markets with more channels and touchpoints, or individual interactions.

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By siliconindia | Wednesday, 13 December 2023, 06:32:48 PM IST

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Fostering business success through optimal CX

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By Karan Karayi, Editor-in-Chief

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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.



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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.