

# NICE

Presents

TEAM MARKSMEN  
**CX** TRANSFORMATION  
CONCLAVE 2024  
MUMBAI EDITION™

In association with

**REPUBLIC** TV

# ENGAGE, INNOVATE, TRANSFORM

## SHAPING EXCEPTIONAL CUSTOMER JOURNEYS

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# ENHANCING **CX** IN THE DIGITAL AGE

As we navigate the evolving business landscape of 2024, **Customer Experience (CX)** continues to be a pivotal differentiator for organizations across sectors. Analysis indicates that companies that prioritize CX excellence consistently outperform their peers in key financial metrics, including revenue growth, profitability, and shareholder value. This trend underscores the strategic imperative for businesses to develop and implement comprehensive CX strategies that align with their overall business objectives and brand promise.

A meticulously crafted CX strategy serves as a powerful catalyst, enabling organizations to establish profound connections with their target audience, enhance customer loyalty, and stimulate organic growth through positive word-of-mouth. By focusing on delivering exceptional experiences at every touchpoint, companies can create a virtuous cycle of customer satisfaction and business success.

However, creating a seamless customer experience is not without its challenges. Organizations often find themselves grappling with data silos, fragmented customer information, and legacy systems that impede agility and innovation. These obstacles, coupled with the difficulty of delivering consistent experiences across multiple touchpoints and quantifying the impact of CX initiatives, present significant hurdles for businesses striving to enhance their customer experience.



# **CX** AS A **STRATEGIC DIFFERENTIATOR**

Considering the paramount importance of CX in today's business context, Team Marksmen is organising the **2<sup>nd</sup> Annual CX Transformation Conclave 2024 - Mumbai Edition**, which will explore cutting-edge approaches to navigate the top challenges organizations face while delivering exceptional customer experiences. This event will bring together industry leaders, CX experts, and innovative thinkers to share insights, best practices, and practical strategies for overcoming common CX hurdles. Attendees will gain valuable knowledge on aligning people, processes, and technology to create a truly customer-centric organization that drives measurable business outcomes and secures a competitive edge in the market.



# KEY DISCUSSION POINTS



Creating impactful **personalised experience**



Approaches to bridging the **customer experience** gap



**Strategies that enable organisations** deliver superior customer value.



Effectively **integrating AI** into the **CX ecosystem**



Data-driven strategies to meet ever **evolving customer expectations**

# WHY ATTEND?



Gain insights from CX pioneers who have mastered customer-centric strategies



Engage with in-depth panel discussions, real-world case studies, and stay abreast of industry-shaping CX trends



Exchange ideas on overcoming CX implementation hurdles and adopting proven best practices



Discover cutting-edge technologies that unlock CX's full potential to drive business growth



Connect with senior CX executives and peers from diverse sectors, fostering valuable professional relationships

# 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

And more...

## INDUSTRIES



Manufacturing



Travel & Hospitality



BFSI



EdTech



E-Commerce



Logistics



Retail



Pharma



Direct-to-Consumer Brands



Healthcare



FinTech



FMCG

And more...

# MEDIA COVERAGE - MUMBAI EDITION 2023

## PRE EVENT PRESS RELEASE



## POST EVENT PRESS RELEASE





# Vikram lander hops on the Moon, goes to sleep

### Payloads and ramp of lander were folded back before performing the hop test

NEW DELHI, Sept 15 (ANI) - India's first lunar lander, Vikram, successfully performed a hop test on the Moon's surface, marking a significant milestone in the country's lunar exploration program. The lander, which landed on the Moon on September 2, is now in a dormant state, having completed its mission of demonstrating the capabilities of a lunar lander.

The hop test was conducted on September 15, 2023, at 10:00 AM IST. The lander was in a dormant state for the first 10 days after landing, during which it performed various checks and tests. The hop test was the first of its kind, and it was a success, as the lander was able to hop a distance of 100 meters on the Moon's surface.



**SIGNIFICANCE OF 'HOPPING'**  
The hop test is a significant milestone in the country's lunar exploration program. It demonstrates the capabilities of a lunar lander and the ability to perform complex tasks on the Moon's surface.

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# AYUSH Jharkhand allegedly hacked, 320K records leaked

### Records include names, addresses, and other personal details of citizens

NEW DELHI, Sept 15 (ANI) - A major data breach has occurred in Jharkhand, India, where the state government's health department database was allegedly hacked. The breach resulted in the leakage of 320,000 records, including names, addresses, and other personal details of citizens.

The records were leaked to a group of individuals who are now using the information for various purposes. The state government has taken steps to secure the database and has issued a warning to citizens to be cautious of any suspicious activity.

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# ASI launches 'Adopt a Heritage 2.0' programme

### Programme aims to attract private investors and corporates to restore and maintain heritage sites

NEW DELHI, Sept 15 (ANI) - The Archaeological Survey of India (ASI) has launched its 'Adopt a Heritage 2.0' programme, which aims to attract private investors and corporates to restore and maintain heritage sites. The programme is a continuation of the 'Adopt a Heritage' initiative launched in 2015.

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## TELEVISED ON ET NOW



### CX Transformation Conclave – Mumbai Edition 2023

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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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## ABOUT MARKSMEN DAILY

**Marksmen Daily** is a leading and fastest growing digital knowledge platform committed to showcasing stories that engage, inspire, and captivate the imagination. Through crisp, bite-sized information, this new-age website breaks down the world around us by uncovering the latest business happenings, highlights trends to keep an eye on, and demystifies all things complex.

MarksmenDaily.com has been very well-received and gets over 175,000 visitors a month and is already very well received by industry executives and general populace.

[WWW.MARKSMENDAILY.COM](http://WWW.MARKSMENDAILY.COM)

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