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WHERE **INNOVATION** MEETS **EXPERIENCE**

**RECOGNISING THE MASTERS OF  
CX TRANSFORMATION 2024**

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Years of Insight

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In today's hyper-competitive business landscape, **Customer Experience (CX)** has emerged as the defining factor separating market leaders from the rest. Despite its recognized importance, only a select few organizations have truly mastered the art and science of delivering exceptional CX consistently across all touchpoints.

These trailblazers have not only reaped significant financial rewards but have also set new industry standards, serving as beacons of inspiration for their peers. Their success stories demonstrate the transformative power of putting the customer at the heart of business strategy, showcasing how a relentless focus on CX can drive innovation, foster loyalty, and catalyze sustainable growth.

In recognition of these pioneering efforts, our upcoming second edition of the Masters of CX will celebrate and honour these organizations, offering a platform to showcase their achievements and share invaluable insights with the broader business community.



# SHAPED BY IN-DEPTH RESEARCH

This unique initiative has been shaped by insights gleaned from an industry-wide consumer study conducted by LeadCap Ventures, with brands appraised on the following parameters:



## Customer Journey Mapping

Was the customer's journey from awareness to purchase a pleasant one?



## Omnichannel Experience

Are the company's products/brands available across all channels - i.e., traditional, modern, e-commerce - with a consistent experience on offer?



## Technology Integration

Does the brand or the company use effectively deployed innovative technologies like chatbots, VAs, CRMs, etc. to manage customer queries?



## Analytics and Insights

Does the brand leverage predictive analytics through a variety of tools to deliver strategic insights?



## Consumer Stickiness

How has the brand looked to deepen consumer stickiness and drive greater loyalty and subsequent advocacy?



## Employee Engagement

Are internal customers, i.e. employees, engaged by the brand/company, and invigorated by the corporate purpose and strategic mission?



# MEDIA COVERAGE - MUMBAI EDITION 2023

## PRE EVENT PRESS RELEASE



## POST EVENT PRESS RELEASE



14 BUSINESS STANDARD

### Vikram lander hops on the Moon, goes to sleep

Payloads and ramp of lander were hoisted back before performing the hop test.

**NEW DELHI** The Vikram lander of the Indian Space Research Organisation (ISRO) has successfully landed on the Moon's surface, marking a historic moment for India. The lander touched down on the Moon's surface at 10:10 AM IST on September 23, 2023, after a 36-day journey from Earth. The lander is currently in a dormant state, having completed its hop test and hoisting of payloads and ramp. The lander is expected to remain on the Moon's surface for approximately 14 days, during which it will perform various scientific experiments and collect data. The successful landing of the Vikram lander is a significant achievement for ISRO and a major milestone in India's space program.

### AYUSH Jharkhand allegedly hacked, 320K records leaked

**NEW DELHI** The Jharkhand State Government has alleged that the AYUSH department's database was hacked, leading to the leakage of 320,000 records. The records, which include personal and medical information of patients, were allegedly accessed by unauthorized individuals. The government has expressed its concern over the security of its data and has taken steps to investigate the breach. The leaked records include names, addresses, and medical histories of patients, which could be used for identity theft or other malicious purposes. The government has urged the public to remain vigilant and to report any suspicious activity related to their personal information.

### ASI launches 'Adopt a Heritage 2.0' programme

**NEW DELHI** The Archaeological Survey of India (ASI) has launched its 'Adopt a Heritage 2.0' programme, aimed at promoting the conservation and development of India's cultural heritage. The programme encourages individuals and organizations to adopt and maintain historical monuments and sites. The 'Adopt a Heritage 2.0' programme is a continuation of the 'Adopt a Heritage' initiative launched in 2015. It aims to involve the public in the preservation and promotion of India's rich cultural heritage. The programme includes a variety of activities, such as conservation work, archaeological excavations, and the development of heritage trails. The ASI has identified several key heritage sites for adoption, including the Taj Mahal, the Red Fort, and the Gateway of India. The programme is expected to attract a wide range of participants, from individuals to large corporations, and is expected to have a significant impact on the conservation and development of India's cultural heritage.

#### NICE

TEAMWORKER TRANSFORMATION CONCLAVE 2023

#### NAVIGATING THE CX MAZE

15th SEP 2023

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<b>DR. ANIL</b> CEO, NICE	<b>DR. ANIL</b> CEO, NICE	<b>DR. ANIL</b> CEO, NICE
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Business Standard MORNING SHOW

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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.

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