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& DELHI

NICE

Presents

5TH EDITION
CX TRANSFORMATION
CONCLAVE 2024
DELHI EDITION™

#TMCXTransformation
**BRIDGING TECHNOLOGY &
EMOTION FOR UNMATCHED
CUSTOMER EXPERIENCES**



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UNLOCKING THE VALUE OF CUSTOMER EXPERIENCES

In an era where consumer loyalty is increasingly ephemeral, industry wide research reveals that customer experience (**CX**) has become the lynchpin of sustainable business success in the Indian market. As organisations navigate the complexities of a rapidly evolving economic landscape, those that prioritise and excel in delivering superior **CX** are poised to outperform their competitors significantly. Companies across sectors are recalibrating their strategies to align with the shifting paradigms of consumer expectations. Today, the contemporary customer's perception of value extends beyond mere price considerations, encompassing the entirety of their interaction with a brand.

This holistic approach to **CX** demands connected journeys, transparent processes, and seamless omnichannel transitions, all tailored to individual preference. The delivery of exceptional **CX** requires a multifaceted approach. Organisations must cultivate a customer-centric culture that permeates every level of operations. This entails leveraging data analytics to gain deep insights into customer behaviours and preferences, enabling the creation of personalised experiences that resonate on an individual level.





Furthermore, research also indicates a significant uptick in investments in cutting-edge technologies that facilitate frictionless interactions across various touchpoints. Brands recognizing **CX** as a key pillar for sustained value creation are demonstrably fostering higher levels of customer loyalty and advocacy, thereby establishing a clear competitive edge in the market. This strategic focus on **CX** is not merely a trend but a fundamental shift in how successful businesses operate in today's dynamic marketplace. However, the path to **CX** excellence is not without its challenges.

The ever-evolving nature of customer expectations necessitates constant adaptation and innovation. Inflationary pressures and market uncertainties have compelled customer leaders to optimise their strategies, seeking ways to "do more with less".

This imperative extends beyond merely evaluating the technology stack; it encompasses a comprehensive review of people, processes, and the strategic implementation of automation to enhance **CX** initiatives. Moreover, organisations must navigate the complexities of data privacy regulations while striving to deliver personalised experiences, a balance that requires careful consideration and robust governance frameworks.



HONING A CUSTOMER-FIRST CULTURE

Considering the criticality of customer experience in today's business landscape, and following the successful execution of the CX Transformation Conclave in Mumbai, we are now shifting our focus to Delhi. CX Transformation Conclave's Delhi Edition will bring together industry pioneers to share insights on data-driven personalisation, emerging technologies, and ROI measurement in CX. By facilitating this exchange in the nation's capital, we aim to further advance CX practices, driving enhanced business performance and customer satisfaction across the Indian market.

KEY DISCUSSION POINTS

- ▲ Leveraging data analytics for personalised customer journeys
- ▲ Integrating emerging technologies to enhance CX across touchpoints
- ▲ Balancing automation with human touch in customer interactions
- ▲ Navigating regulatory challenges while delivering superior CX
- ▲ Measuring and demonstrating ROI on CX investments

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



INDUSTRIES

- Manufacturing
- BFSI
- E-Commerce
- Retail
- Direct-to-Consumer Brands
- FinTech
- Travel & Hospitality
- EdTech
- Logistics
- Pharma
- Healthcare
- FMCG

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



PAST SPEAKER

DELHI EDITION 2023



SANJAY GUPTA

VP – South Asia and Middle East
NICE



AALOK R PRADHAN

Head Contact Centre Ops,
CX, COE – Digital & AI
TVS Motor Company



ABHIJIT BANERJEE

Director
Deloitte India



AMIT MIDHA

AVP Marketing
Paytm



ANAMIKA CHATTERJEE

Head Customer Service –
Retail Finance
Hero FinCorp



ANITA NAYYAR

COO–Media, Branding &
Communications
Patanjali Ayurved
Ltd.



ANKIT GOENKA

SVP & Head of Customer
Experience
Bajaj Allianz General
Insurance Company



ARADHIKA MEHTA

Head of Marketing
Ex–Aditya Birla
Fashion & Retail



ARPIT AGGARWA

Head CX, Strategy & CRM
Revenue
Tata CLiQ



BHIMSEN GULABANI

(CCO, Transformation
leader, Master of CX)
Renault India Pvt.
Ltd.



GANESH IYER

Senior CX Portfolio
Consultant
NICE



GUNEET VIJAN

Director
Deloitte Touche
Tohmatsu India LLP



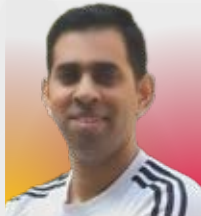
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Head of Customer Success
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Director Customer
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Pre-Event Press Release



Post-Event Press Release



PRINT PUBLICATION DELHI EDITION 2023



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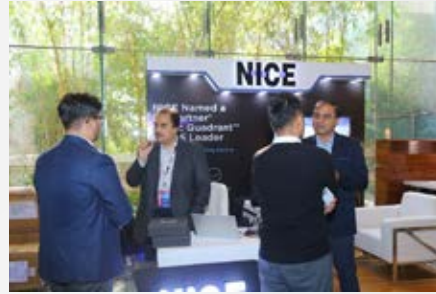
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ABOUT TEAM MARKSMEN

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.



SOCIAL
MEDIA



DIGITAL



PRINT



TELEVISION



BESPOKE
EXPERIENCES

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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