



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

**RECOGNISING THE MASTERS OF
CX TRANSFORMATION 2024**

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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. The lander touched down at 10:10 AM on September 17, 2023, after a 19-day journey from Earth. The lander is currently in a dormant state, having completed its mission of demonstrating a soft landing on the Moon's surface. The lander is expected to remain on the Moon for about 14 days before being hoisted back to Earth.

The Vikram lander is the first Indian lander to land on the Moon. It is part of the Chandrayaan-3 mission, which was launched on November 23, 2022. The mission aims to demonstrate a soft landing on the Moon's surface and to conduct scientific experiments. The lander is currently in a dormant state, having completed its mission of demonstrating a soft landing on the Moon's surface. The lander is expected to remain on the Moon for about 14 days before being hoisted back to Earth.

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 include personal information, medical history, and other sensitive data. The government has filed a complaint with the Cyber Crime Investigation Centre (CCIT) and is working to identify the hackers. The records were allegedly leaked to a group of individuals who are now being investigated by the authorities.

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. The programme aims to encourage private citizens and organisations to adopt and maintain ancient monuments, structures, and archaeological sites. The programme is a continuation of the 'Adopt a Heritage' initiative launched in 2015. The ASI has identified several sites for adoption, including the Ashoka Lion Capital in Delhi, the Taj Mahal in Agra, and the Gateway of India in Mumbai. The programme is expected to attract a large number of adopters, helping to preserve and maintain India's rich cultural heritage.

DARK SIDE OF THE WEB
A report by the National Cyber Security Centre (NCSC) has highlighted the dark side of the web, where cybercriminals use the internet to carry out illegal activities. The report states that the dark web is a marketplace where cybercriminals buy and sell stolen data, ransomware, and other malicious software. The report also highlights the risks of using the dark web, including the potential for identity theft, financial loss, and legal consequences. The NCSC has issued advice on how to protect oneself from the dark web, including using a VPN, avoiding suspicious links, and being cautious of what is shared online.

SIGNIFICANCE OF 'HOPPING'
The successful landing of the Vikram lander on the Moon is a significant milestone for India's space program. It demonstrates the country's capability to perform a soft landing on the Moon's surface, a feat that has been achieved by only a few other countries. The landing also marks the beginning of India's lunar exploration program, which includes the Chandrayaan-3 mission and the planned Chandrayaan-4 mission. The successful landing of the Vikram lander is a testament to the hard work and dedication of the Indian Space Research Organisation and its staff.

NICE

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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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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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