



**21 MARCH 2025**  
Taj Vivanta, Bengaluru

# NICE

Presents

## 6<sup>TH</sup> EDITION TEAM MARKSMEN **CX TRANSFORMATION CONCLAVE 2025** BENGALURU EDITION™

#TMCXTransformation

# Fueling the Future of CX in the Silicon Valley of India



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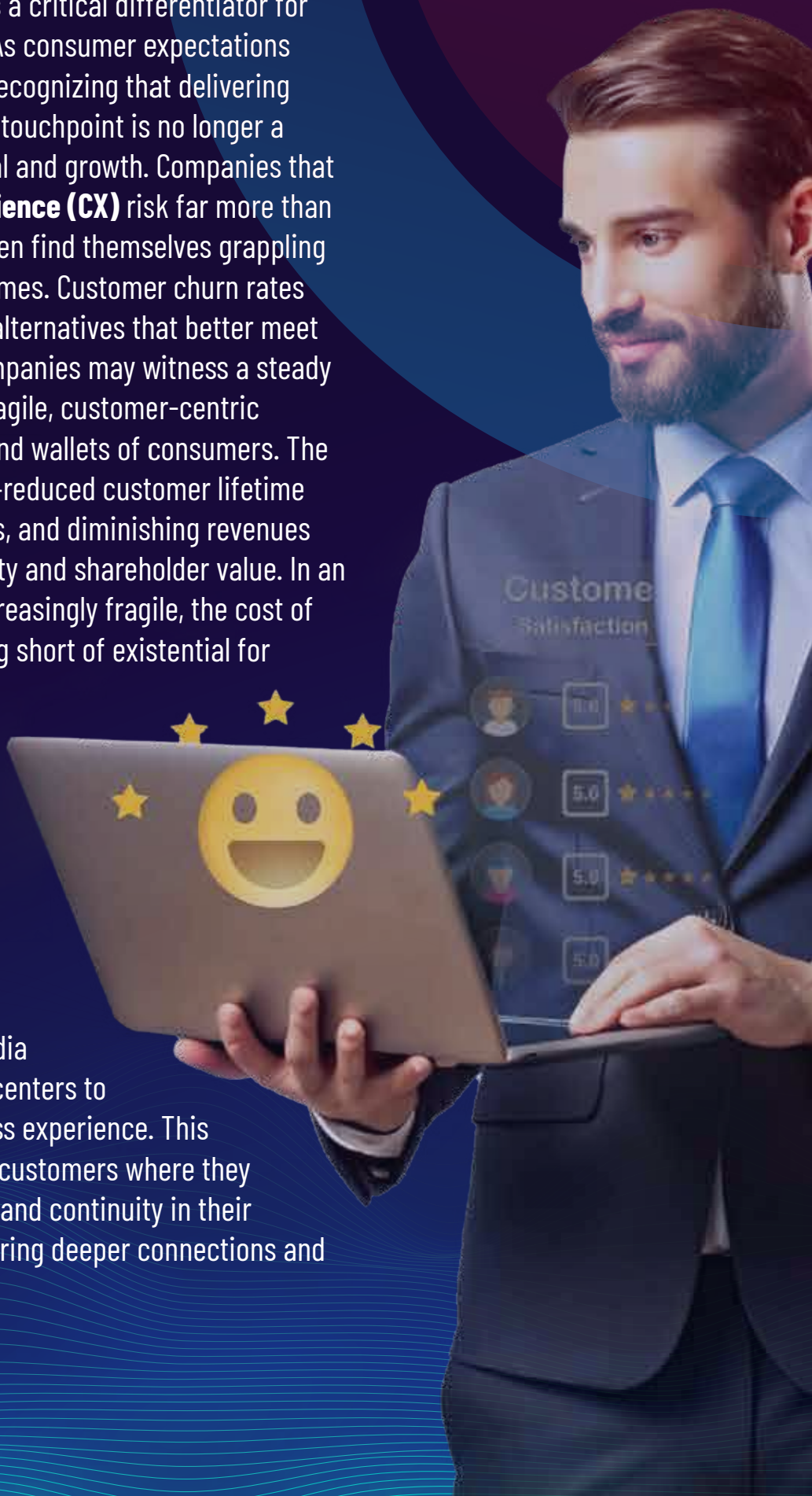
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# THE CX IMPERATIVE: THRIVING IN THE EXPERIENCE ECONOMY

In today's rapidly evolving business landscape, **customer experience (CX)** has emerged as a critical differentiator for organizations across industries. As consumer expectations continue to rise, companies are recognizing that delivering exceptional experiences at every touchpoint is no longer a luxury, but a necessity for survival and growth. Companies that fail to prioritize **customer experience (CX)** risk far more than just missed opportunities and often find themselves grappling with a cascade of negative outcomes. Customer churn rates soar as dissatisfied clients seek alternatives that better meet their expectations. Moreover, companies may witness a steady decline in market share as more agile, customer-centric competitors capture the hearts and wallets of consumers. The financial impact is equally stark—reduced customer lifetime value, increased acquisition costs, and diminishing revenues can significantly erode profitability and shareholder value. In an era where customer loyalty is increasingly fragile, the cost of complacency in CX can be nothing short of existential for businesses across all sectors.

Central to this paradigm shift is the adoption of omnichannel strategies that unify the customer journey across multiple platforms and touchpoints. Forward-thinking companies are integrating their physical stores, websites, mobile apps, social media presence, and customer service centers to provide a cohesive and frictionless experience. This holistic approach not only meets customers where they are but also ensures consistency and continuity in their interactions with the brand, fostering deeper connections and driving long-term value.



# MAXIMIZING ROI IN THE CX LANDSCAPE

As investments in CX initiatives continue to grow, there is an increasing focus on measuring and optimizing the return on investment (ROI) of these efforts. Organizations are developing sophisticated metrics and analytical capabilities to quantify the impact of their CX strategies on key business outcomes such as customer lifetime value, retention rates, and revenue growth. This data-driven approach allows companies to refine their CX initiatives continually, allocating resources more effectively and demonstrating tangible value to stakeholders.

Considering the criticality of customer experience in today's business landscape and following the successful execution of the CX Transformation Conclave in Mumbai and Delhi, we are now shifting our focus to the Silicon Valley of India, Bengaluru. **CX Transformation Conclave Bengaluru Edition** taking place in **March 2025** will provide attendees with actionable insights, best practices, and cutting-edge strategies to elevate their organization's customer experience. From implementing effective omnichannel approaches to leveraging emerging technologies like AI and augmented reality, the event will equip participants with the knowledge and tools needed to create memorable customer interactions and drive sustainable competitive advantage in an increasingly customer-centric world.



# WHO SHOULD ATTEND?

- ▶ Customer Experience Heads
- ▶ COO
- ▶ Chief Digital Officer
- ▶ Chief Marketing Officer
- ▶ 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

# INDUSTRIES

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

## CUSTOMER SATISFACTION



and more...

# 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

# MEDIA COVERAGE

**LIVE (( )))**  
**STREAMING ON**



**CX Transformation Conclave 2024 – Bengaluru**  
**Edition: Daily Hunt**

 **dailyhunt**

&

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# POST EVENT COVERAGE



# PRINT PUBLICATION









Business **50** Standard  
Years of Insight

# GALLERY BENGALURU EDITION



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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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MEDIA



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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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