



**21 MARCH**  
**2025**

Taj Vivanta, Bengaluru



*Where*

**Innovation Meets Experience**

*Recognising*

**The Masters of CX Transformation 2025**

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# *Towards* **Transformative**

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?



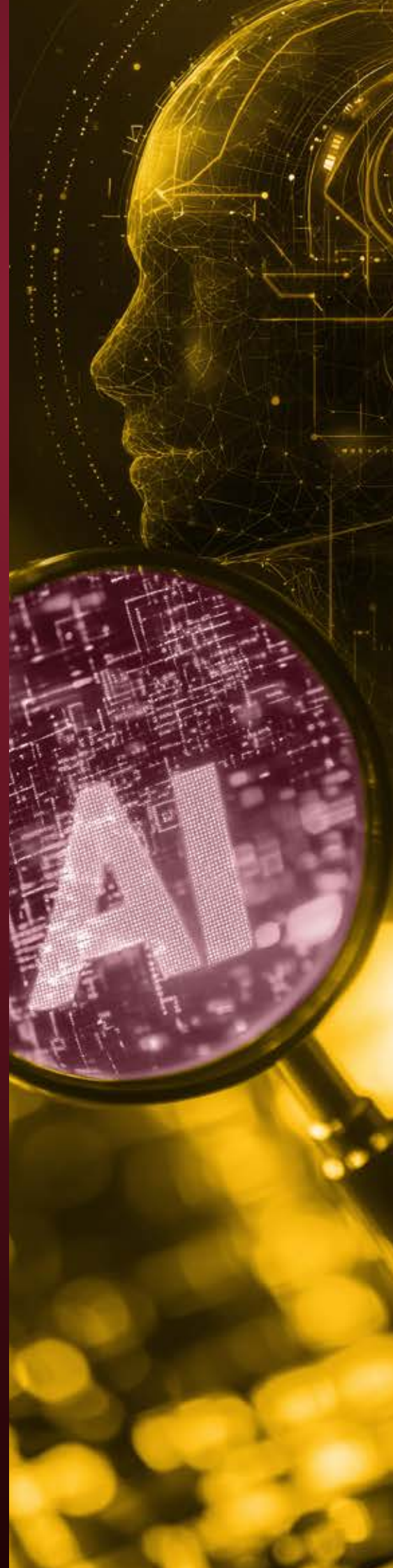
## Consumer Stickiness

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 - Delhi Edition 2024

## PRE - EVENT PRESS RELEASE



## POST - EVENT PRESS RELEASE





# Brands felicitated as Masters of CX

## Mumbai Edition 2024



and more...

## Delhi Edition 2024



And more...

# Glimpses

## Delhi Edition 2024



And more...

# Past Partners

## BENGALURU 2024 - EDITION

Presenting partner <b>NICE</b>	CX Transformation Partner <b>salesforce</b>	Knowledge Partner <b>pwc</b>
Digital partner <b>MARKSMEN DAILY .COM</b>	Magazine partner <b>in Focus</b>	Brought to you by <b>TEAMMARKSMEN</b>

## DELHI 2024 - EDITION

Presenting partner <b>NICE</b>	Associate partner <b>exotel</b>	Digital partner <b>MARKSMEN DAILY .COM</b>
Magazine partner <b>in Focus</b>	Media partners <b>Business Standard</b>   <b>siliconindia</b>   <b>TECH CIO</b>   <b>emxchange</b>   <b>CIO TechWorld</b>   <b>CIO Insider</b>	
Supporting associations <b>ABWCI</b>   <b>SME CHAMBER OF INDIA</b>	Brought to you by <b>TEAMMARKSMEN</b>	

## MUMBAI 2024 - EDITION

Presenting partner <b>NICE</b>	Co-Presenting partner <b>salesforce</b>	Powered by partner <b>zendesk</b>
In association with <b>REPUBLIC.</b>	Digital partner <b>MARKSMEN DAILY .COM</b>	Magazine partner <b>in Focus</b>
Hospitality partner <b>SAHARA STAR</b>	Media partners <b>Business Standard</b>   <b>siliconindia</b>   <b>emxchange</b>   <b>dailyhunt</b>   <b>RETAIL GROWTH</b> <b>TECH CIO</b>   <b>CIO Insider</b>   <b>CIOReview</b>   <b>Startup STORY</b>   <b>CIO #100</b>	
Supporting associations <b>ABWCI</b>   <b>SME CHAMBER OF INDIA</b>	Webcast partner <b>4 FRAMES DIGITAL</b>	Brought to you by <b>TEAMMARKSMEN</b>



# 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.

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

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