

7 DEC 2023

TAJ CITY CENTRE, GURUGRAM

NICE

Presents

TEAM **MARKSMEN**
CX TRANSFORMATION
CONCLAVE 2023
DELHI • NCR EDITION™



*Revolutionizing
Customer Experience*

Navigating the Future at the
CX Transformation Conclave

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A NON-NEGOTIABLE BUSINESS IMPERATIVE

The significance of Customer Experience (CX) has grown in light of technological advancements, shifting consumer trends, and heightened competition. It has become imperative for companies to give CX the utmost priority in order to maintain their competitive edge. According to a recent Forbes study, companies that focussed on improving their CX efforts were able to increase their revenue by 80%. It is also important to note that companies face the potential of revenue loss when they provide subpar customer service. Forbes also reported that poor customer service costs businesses more than \$75 billion a year, with 67% of consumers claiming they would switch brands because of a bad experience. Recent research also revealed that, businesses in India lose up to Rs 11,640 crore in revenue every year due to poor service and inability to keep up with evolving customer expectations.





TECH-DRIVEN OMNICHANNEL EXPERIENCE

As customers become more digitally connected, it is important for businesses to provide a consistent and engaging experience across these digital touchpoints along with the offline channels. This makes it important for organisations to work towards developing a robust, cohesive CX strategy to improve omni-channel experiences. Organizations recognize the importance of harnessing cutting-edge technologies like Artificial Intelligence (AI), Machine Learning (ML), chatbots, self-service portals, data analytics, and predictive analytics to streamline customer interactions across various touchpoints. The integration of these technological solutions not only empowers marketers to analyze data for personalized customer experiences but also enables them to make precise predictions regarding consumer purchasing patterns.

CREATING A COMPETITIVE DIFFERENTIATOR

In an era where product and service offerings often reach a level of homogeneity, it's the quality of the customer journey that truly distinguishes one brand from another. Exceptional CX goes beyond merely meeting customer expectations; it is about anticipating the needs, providing seamless interactions, and fostering emotional connections. Businesses that prioritize CX not only attract new customers but also retain them, turning satisfied patrons into loyal advocates. Moreover, in an age of online reviews and social media, customers wield considerable influence over a company's reputation. A positive experience creates substantial advocacy thereby amplifying a brand's credibility. In essence, CX has evolved into the linchpin that can propel a business ahead of its competitors, fostering growth and sustainability in an increasingly competitive marketplace.



NAVIGATING THE CX MAZE

Following the resounding success of Team Marksmen Network's inaugural CX Transformation Conclave in Mumbai, we are thrilled to announce that we are now expanding our horizons and bring this remarkable event to the heart of India. The **CX Transformation Conclave Delhi - NCR Edition** promises to be even more insightful, engaging, and impactful, with an exceptional lineup of industry leaders, thought-provoking discussions, and innovative strategies that will continue to drive the transformation of customer experiences.



KEY HIGHLIGHTS



10+ Knowledge Session



30+ Industry Speakers



80+ Organizations Participating



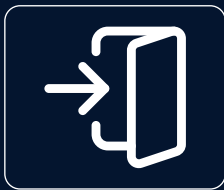
150+ Senior CX Leaders



WHY ATTEND?



Learn from industry experts who have aced their CX game



Get access to comprehensive panel sessions, use cases and keep pace with the CX trends that impact the industry



Discuss industry best practices and ways to overcome challenges in implementing CX strategies



Explore advancements in technology that help harnessing the full power of CX to drive business growth



Networking with senior CX leaders and peers from across various industries



WHY

SPONSOR?

- ◆ **Brand experience and positioning as a thought-leader**
- ◆ **Unparalleled networking opportunities with senior CX Leaders**
- ◆ **Build and strengthen your Relationship, Visibility and Reputation with major industry key players.**
- ◆ **Showcase your services and advanced technologies in front of 150 + senior decision makers**

WHO SHOULD ATTEND

- ◆ Customer Experience Heads
- ◆ Customer Success Heads
- ◆ Customer Relations Heads
- ◆ Digital Heads
- ◆ Customer Service heads
- ◆ Heads of Consumer Insights and Analytics
- ◆ Customer support heads
- ◆ COO
- ◆ Contact Centre Heads
- ◆ Chief Digital Officer
- ◆ Customer care
- ◆ Chief Marketing Officer

INDUSTRIES



Retail



EdTech



FinTech



E-Commerce



Contact Centres



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And more...

PAST SPEAKERS 2023

- MUMBAI EDITION



Abhishek Gupta
Chief Marketing Officer

Edelweiss Tokio Life
Insurance



Avijit Mohapatra
Senior Director of
Customer Experience
Transformation

Flipkart



Brad Cleveland
Author

Leading the Customer
Experience



Deepa Krishnan
Director - Marketing,
Category, Loyalty, Digital

Tata Starbucks



Vivek Nair
Regional Sales Leader -
West

Avaya



Dipu KV
Senior President - Head
Operations & Customer
Service

Bajaj Allianz General
Insurance



Vivette D'cruz
Partner

Deloitte India



Hari Shankar Mishra
Sr. VP Customer
Experience

Future Generali India
Insurance Co. Ltd.



Indrajit Dutta
Head of Customer
Engagement

Star Union Dai-ichi Life
Insurance



Jayant Jain
VP Marketing &
Customer Services, Head
Loyalty & Shopper
Insights

Reliance Retail Ltd



Sunil Mathur
EVP, Head Analytics &
Marketing

HDFC Bank



Mustufa Arsiwalla
Chief Marketing officer

Britannia Bel Foods



Parag Lokhande
EVP, Head Analytics
and Strategy

Kotak Securities



Parveen Chander Kumar
Executive Vice President
- Sales and Marketing

**The Indian Hotels
Company Limited**



Vaibhav Rao
Regional Director for
Customer Experience
(CX)

Pfizer Asia



**Varadharajan
Ragunathan**
Head - Monetization &
Customer Engagement

Big Basket



Rajdeep Charan
Head of CX & CRM

Eureka Forbes



**Ravi Kumar V R
Majumdar**
CGM & CXO

State Bank of India



Ruchir Bhatnagar
Executive Vice
President, Customer
Development

**Colgate-Palmolive
(India) Limited**



Sanjay Gupta
VP - South Asia and
Middle East

Nice



Shantanu Garg
Vice President
Marketing

**Grasim Industries -
Aditya Birla Group**



Shep Hyken
Customer Service & CX
Expert



Shubhranshu Singh
CMO, CVBU

Tata Motors

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ABOUT TEAM MARKSMEN


Team Marksmen's mission is to help organisations and leaders from across sectors create impactful change that matters.

Our work stems from a holistic understanding of every client's personalised context, unique requirements, sector dynamics, and macroeconomic environment. This allows us to create brand solutions and bespoke industry-centric knowledge platforms that resonate with audiences, thereby helping advance the practice of management.

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