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TEAM MARKSMEN

CX TRANSFORMATION CONCLAVE 2023

MUMBAI EDITION™



A HOLISTIC **APPROACH**
for **DELIVERING**
EXCEPTIONAL CX

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UNDERSTANDING THE CUSTOMER JOURNEY

Consumer Experience (CX) has become increasingly important in today's evolving business landscape. With advancements in technology, changing consumer behaviour, and increased competition, businesses must prioritise CX to stay competitive. According to a recent Forbes study, companies that focussed on improving their CX efforts were able to increase their revenue by 80%. Customers today have higher expectations and less patience when it comes to their interactions with businesses, they seek personalised experiences, seamless interactions across channels, and prompt and effective customer support.

It's important to note that the CX landscape in India is dynamic and evolving, with companies at different stages of their CX journey. As per recent research, India ranks third globally and is a leader in the Asia-Pacific region when it comes to CX maturity. Although its level may vary across industries and companies, there are notable advancements and initiatives taking place in India. Undoubtedly, some

businesses have prioritised CX significantly; nevertheless, others may still have room for improvement. Even though 79% of Indian firms today agree that CX is a means to drive revenue, only 17% of businesses are able to provide "exceptional" customer service.

As Indian businesses continue to transform their CX capabilities, they also face challenges that need to be addressed. With the adoption of digital channels and e-commerce platforms, customers now expect 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.



NEW-AGE TENETS OF CX

Organizations understand this and are investing in technologies such as Artificial Intelligence (AI), Machine Learning (ML), chatbots, self-service portals, data analytics, and predictive analytics to streamline customer interactions across multiple touchpoints. Companies also invest in creating user-friendly interfaces, optimising digital experiences, and leveraging data-driven insights. Incorporating these technology solutions help marketers not only analyse data to create personalised experiences, but also to make accurate predictions about purchasing behaviour.

Today, exceptional CX requires more than just the newest technologies. At its core, it involves designing a human-centred approach to deliver a hyper-personalised experience. While many understand the need for integration, breaking down the silos continue to pose a challenge. Organisations must hence strike a balance between human and automation strategies, integrate vital data from critical apps, and create experiences that differentiate themselves in the digital landscape.



NAVIGATING THE CX MAZE

Convening and unifying senior CX leaders from across various industries, Team Marksmen Network's inaugural edition of the CX Transformation Summit will be held on 15th September 2023 in Mumbai. This industry forum will dive into the current customer experience landscape, the role of CX in generating sustained value for businesses, advanced technologies that enable the delivery of compelling CX solutions, and maximising customer satisfaction and the bottom line.

This landmark event promises to be an exclusive gathering of brands that have transformed the CX landscape as we know it. By delving into the stories of those who have demonstrated sustained success, holistic impact, and scalability across interventions and solutions, we can help organisations find fresh inspiration from different industries and business approaches, and redouble their efforts towards delivering on the promise of customer-centricity.

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**

KEY TAKEAWAYS

- ◆ **Strategies to enhance your customer experience that align with customer expectations and business goals.**
- ◆ **Advanced technologies that drive improvements in customer satisfaction and loyalty**
- ◆ **How to map and analyze customer journeys for creating seamless interactions across all touchpoints**
- ◆ **Approaches to integrate different touchpoints to deliver a unified and cohesive CX.**
- ◆ **Insights for engaging and empowering employees to become customer advocates**



AGENDA

09:00am	Registrations and Breakfast
09:45am	Welcome Address
09:55am	Opening Remarks
10:00am	Keynote Address: <i>The CX Imperative: Why the C-suite must prioritize customer experience (CX) for long term business growth</i> In an increasingly competitive business landscape, customer experience (CX) has emerged as a powerful differentiator that enables create lasting customer relationships and increase customer lifetime value. In this session, we will delve into the critical role of customer experience (CX) from a C-suite perspective and explore how it has become an essential tool for driving business outcomes. Brad Cleveland, Author, Leading the Customer Experience
10:10am	Industry Presentation Sanjay Gupta, VP – South Asia and Middle East, NICE
10:35am	Fire-side Session: <i>Data-Driven Strategies: Transforming customer experience through actionable insights</i> In an era of abundant data, organizations can harness its power to drive exceptional customer experiences. Join us for a dynamic session as we explore the importance of data-driven insights in shaping customer experience (CX) strategies. Discover how organizations can effectively collect, analyze, and interpret customer data to gain valuable insights and drive personalized interactions. Explore the role of advanced analytics, machine learning, and artificial intelligence in leveraging data for enhanced CX. Learn from real-world examples of how organizations can successfully implement data driven CX initiatives and achieve tangible results. Sunil Mathur, EVP Head Analytics & Marketing, HDFC Bank Parag Lokhande, EVP, Kotak Securities
11:05am	Morning Refreshments and Networking
11:20am	Panel Discussion: <i>How organizations are leveraging advanced technologies to create exceptional consumer experience?</i> In the digital era, creating exceptional consumer experiences has become a top priority for businesses across industries. To meet the evolving expectations of consumers, companies are harnessing the power of advanced technologies such as Artificial Intelligence (AI), Machine Learning (ML), Chatbots, and Virtual Assistants. While these technologies offer efficiency and scalability, the role of human interaction in customer experiences cannot be underestimated. Join leaders from across various industries to discuss how the transformative capabilities of these emerging technologies improve efficiency, scalability and thereby revolutionize the way companies engage with their consumers. We also discuss the unique value that human interaction brings to customer experiences, such as empathy, emotional connection, and the ability to handle complex or sensitive issues. Dharmender Narang, SVP & Chief Customer Experience Officer, IIFL Securities Jayant Jain, Vice President, Marketing & Customer Services, Head Loyalty & Shopper Insights, Reliance Retail Ltd* Ravi Kumar V.R. Majumdar, CGM & CXO, State Bank of India Moderator: Vivette D'cruz, Partner, Deloitte India

12:00pm	<p>Thought Leadership Session: <i>The rise of conversational AI: Enhancing CX through intelligent interactions</i></p> <p>According to recent statistics in the Indian market, companies have experienced significant improvements in CX metrics through the implementation of conversational AI. A study by Accenture revealed that 79% of Indian consumers prefer using chatbots for quick query resolution and 66% believe that chatbots deliver faster response times. In this session, we explore various conversational AI technologies revolutionizing customer interactions. Learn about best practices, implementation strategies, and the potential pitfalls to avoid when integrating conversational AI into your CX ecosystem.</p> <p>Dipu KV, Senior President - Head Operations & Customer Service, Bajaj Allianz General Insurance</p>
12:15pm	<p>Industry Presentation Senior Representative, Avaya</p>
12:30pm	<p>Thought leadership Session: <i>How can organizations deliver next-level experience by modernizing their technology infrastructure</i></p> <p>According to a survey by Deloitte, 89% of businesses believe legacy systems hinder their ability to quickly respond to market demands and customer expectations. By modernizing CX infrastructure, businesses can leverage advanced technologies and tools to deliver more engaging and personalized customer experiences. Gain valuable insights into the challenges and considerations involved in this transformational journey. Learn why businesses need to shed outdated legacy systems to deliver remarkable experiences to customers and drive sustainable business growth.</p> <p>Rajdeep Charan, Head of CX & CRM, Eureka Forbes</p>
12:45pm	<p>Industry Presentation Senior Representative, Jabra</p>
13:00pm	<p>Lunch and Networking</p>
14:00 pm	<p>Keynote Address: How to Create an Amazing Customer Experience</p> <p>Our customers are smarter than ever before. They no longer compare us to a direct competitor, but instead to the best experience they have ever had from anyone in any company. The customer service and CX bar have been raised. Now, more than ever, we must deliver an amazing customer experience that sets us apart from our competitors. In this fast-paced and content-rich presentation, Shep Hyken, customer service and CX expert, will share five strategies and tactics high-performing organizations use to differentiate themselves from their competitors and create fierce loyalty. Some of Shep's content will cover creating customer amazement, managing the "moment," using convenience as a competitive advantage, and more. Learn how to create an experience that will make your customers say, "I'll be back!"</p> <p>Shep Hyken, Customer Service and CX Expert</p>

14:10pm	<p>Experience Alchemy: Fusion of tech and teams is a CX magic Prashant Shetty, Chief Operating Officer, Germin8</p>
14:25pm	<p>Thought Leadership Session: Transforming CX with advanced customer experience management (CEM) software As businesses seek innovative ways to deliver exceptional experiences across all touchpoints, it strives to capture, analyze, and act upon valuable customer feedback in real-time, enabling data-driven decision-making for superior CX outcomes. In this session, we explore how CEM platform's robust data collection and analytics capabilities, enabling businesses to gain deeper customer insights, identify pain points, and uncover opportunities for improvement. Additionally, the session will showcase the platform's comprehensive customer journey mapping functionality, enabling organizations to visualize and optimize the end-to-end customer experience. Ruchir Bhatnagar, Executive Vice President, Customer Development, Colgate-Palmolive (India) Limited</p>
14:55pm	<p>Fire side Chat Session - Prioritizing employee experience to delivering superior customer experience In today's business landscape, the significance of customer and employee relationships cannot be overstated. As economies evolve into service-driven industries, organizations must prioritize and align customer experience (CX) and employee experience (EX) to achieve sustainable success. Join us to explore the undeniable link between CX and EX and discover the profound impact of positive EX on customer satisfaction, loyalty, and advocacy. Learn practical strategies to enhance EX, establish a feedback loop, and empower employees to deliver exceptional customer experiences. Join us to unlock the transformative power of EX in shaping remarkable CX and driving long-term business success. Indrajit Dutta, Head of Customer Engagement, Star Union Dai-chi Life Insurance</p>
15:25pm	<p>Influencer Marketing: Shaping Consumer Behavior to Stay Ahead of the Curve Shubhranshu Singh, CMO, CVBU, Tata Motors</p>
15:45pm	<p>Thought Leadership Session: Designing a holistic CX plan Crafting a comprehensive Customer Experience (CX) plan entails an all-encompassing approach that resonates with customers, vendors, sellers, distributors, and partners alike. The strategy commences by delving deep into customer insights to comprehend their preferences and expectations. This understanding paves the way for a well-defined brand promise, setting the stage for consistent interactions across all touchpoints. Mapping the customer journey identifies areas for enhancement, while establishing metrics aligned with both customers and distributors ensures ongoing improvement. Fostering a culture centered around these stakeholders solidifies commitment to their satisfaction. Elevating touchpoints through technology integration, like AI and personalized solutions, creates seamless engagement. Tailored strategies for engagement emphasize personalized offers, transparent communication, and growth collaborations, cultivating lasting loyalty and harmonious business relationships. Abhishek Gupta, Chief Marketing Officer, Edelweiss Tokio life Insurance</p>

16:00pm	<p>Panel Discussion: <i>Hyper personalization, the key to delivering superior experience</i></p> <p>In today's highly competitive business landscape, delivering exceptional customer experiences is no longer optional—it's imperative. To achieve this, companies are increasingly turning to hyper personalization as a strategic approach to enhance customer satisfaction, loyalty, and overall business success. In this session, we bring together leaders to share their insights on:</p> <ul style="list-style-type: none"> ➤ Successfully implemented hyper personalization strategies, key challenges, benefits, and lessons learnt ➤ How do organizations leverage data to create personalized experiences? ➤ Ethical considerations that needs to be looked at for maintaining customer privacy. <p>Parveen Chander Kumar, EVP Marketing, The Indian Hotels Co. ltd Shantanu Garg, Vice President Marketing, Grasim Industries, Aditya Birla Group Deepa Krishnan, Director, Marketing, Category, Loyalty, Digital, Starbucks* Subodh Shiohare, Solutions Director- South Asia & Middle East, NICE Varadharajan Ragnathan, Head- Monetization & Customer engagement, Big Basket Mustufa Arsiwalla, CMO, Britannia Bel Foods Moderator: Karishma Gupta, Partner, Deloitte India</p>
16:45pm	Felicitation Ceremony – Masters of CX
17:30pm	End of Conference





Modern-day customers are almost uniformly sophisticated and have come to expect seamless customer experiences that are thoughtfully designed at every touchpoint. Hence, it is imperative for organisations to pinpoint what customers seek most from them, and leverage that to create experiences that deliver value and delight.

Masters of CX lauds those that have made breakthrough CX transformations by providing transformative solutions that engage customers fully, build long-lasting capabilities across the organisation, and enable predictive analytics and measurement. Their proven CX success formula for executing customer-experience transformations offers a clear blueprint on how to leverage CX to create a sustainable competitive advantage.

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

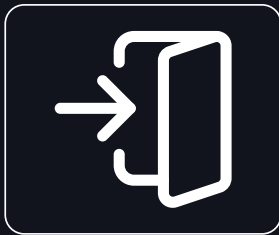
Are internal customers, i.e. employees, engaged by the brand/company, and invigorated by the corporate purpose and strategic mission?



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

WHO SHOULD ATTEND

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

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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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