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.
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.

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

INDUSTRIES

Retail  EdTech
FinTech  E-Commerce
Contact Centres  Travel & Hospitality
FMCG  Automotive
Aviation  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

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-chi 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
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.