

Key Pillars of OmniChannel Success

Why are there so few OmniChannel success stories in APAC?

Jan 20th 2022, 14:30-16:10 Singapore Time/ UTC/GMT +8:00

14:30

Topic: The Omnichannel Revolution



Nicholas Kontopoulos
APAC Head of Marketing,
Adobe DX

14:50

Topic: Creating Amazing OmniChannel Experiences



Naresh Ahuja
Founder and Chairman,
ETP Group

15:05

Topic: Customer Journey Essentials



Chris Benz
CEO,
Kemana

15:20

Panel Discussion: Why are there so few OmniChannel success stories in APAC?



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APAC Head of Marketing,
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Chris Benz
CEO,
Kemana



Vach Pillutla
CEO,
Al-Ihksan

Within the past decade, we have progressed from a “linear” retail-centric consumer behavior model to an “incremental” digital-centric model. Traditional buying behavior spanned two moments of truth: when customer first views the product and decides to purchase it (one), to when they experience the product after delivery (two). These moments combine to form brand loyalty. However, today’s buying behavior has moved to a much more complex buying journey where there are no discernible “moments of truth.”

In this webinar, experts from ETP, Kemana and Adobe will be making inspiring talks on the Key Pillars of OmniChannel Success, including how to build consistency across all channels, customer immersion, trust building and more.



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