

COMMERCIAL STRATEGY CONFERENCE

Revolutionising the Next Wave!



hsmai
21st July 2023



DELHI NCR, **INDIA**
The Leela Ambience Gurugram Hotel & Residences

The Changing Anatomy of Marketing that's shaping the Guest Experience **AT**

COMMERCIAL STRATEGY CONFERENCE



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Key Takeaways

- **Creating a seamless brand experience and minimising friction in the customer journey** are essential in ensuring uniform customer delight across touchpoints
 - Brands must leverage the power of technology and first-party user data to deliver personalised brand experiences that mirror customers' on-ground experiences
- **Consistently adapting to today's continually evolving customers and engaging with them** on channels and moments of their choosing with personalised benefits that add value to their experiences, will be the key drivers of brand loyalty
- **Successful brand engagement** today entails heightened focus on **User Generated Content** to curate and create brand stories that positively impact business

Key Takeaways

- **Customer journeys driven by usable data** holds the key to drive successful campaigns and drive revenue. Defining purpose and creating the infrastructure to house, harmonise and manage data will be essential to unlocking the desired customer experiences

- **Continued digitization and the ability of brands to pivot** to embrace ascending technologies including A.I. will be the game changer for marketing in the coming years

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