C VISION INTERNATIONAL

AGENDA

Reshaping Connected Customer Experience (CX) for Financial Services in the Digital Age Using Customer Data Platforms

FSI Dinner

SPEAKERS



Wendy Coburn
Sr Director, Industry Strategist (Financial Services)
Acxiom



Irene Sibaja
Director of Global Partnerships
Treasure Data, Inc.



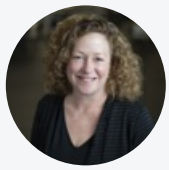
Alma Kondili
Transformation Lead - Technology COO - Platform Applications
Wells Fargo



Shweta Mahajan
Product Owner, Data Management Lead
Bloomberg



Irene Sibaja
Director of Global Partnerships
Treasure Data



Wendy Coburn
Sr Director, Industry Strategist (Financial Services)
Acxiom

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RESHAPING CONNECTED CUSTOMER EXPERIENCE (CX) FOR FINANCIAL SERVICES IN THE DIGITAL AGE USING CUSTOMER DATA PLATFORMS

November 16, 2023
6:00 PM-9:30 PM
Eastern Time

To thrive in today's fast-paced marketplace, financial services companies must leverage complex data to enhance and simplify customer experience. Many Global 2000 companies rely on Treasure Data Enterprise Customer Data Platform to solve these challenges – enabling them to build Customer 360 views, segment customer data, obtain actionable insights, improve marketing efficiencies, and deliver personalized experiences.
The rewards for "getting it right" are substantial – from improving customer loyalty, customer life-time-value, and shareholder value, to decreasing cost-to-serve and enhancing capabilities to compete with non-traditional fintechs (such as Apple) who are disrupting the market.
Attend this exciting event to learn/discuss with industry experts how you can:
Recognize the urgency of the challenges to retail banking.
Expand engagement by identifying opportunities to use customer data around your customer's journeys to expand engagement.
Enhance customer experiences by putting in place the necessary and foundational customer data platform that leverages all the promises of AI.

SPEAKERS



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Acxiom



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Treasure Data

TOGETHER WITH

ACXIOM aws TREASURE DATA