

i media

Brand Summit

THEME: Turbo charging your CX.

In today's complex corporate environment, what makes a great marketer? What knowledge and skills make people stand out and climb faster up the ladder? What's appreciated and what's not? According to KPMG's extensive customer experience report for 2018, it's a marketer's ability to harness CX.

If you don't have customer experience in your kitbag, you will plateau... is the very clear message.

Sounds simple, but is it? Not really. Extensive knowledge of AI and automation is necessary. Finding the right measurement tools amidst a plethora of data (and consequently proving real value) is necessary. Convincing a board obsessed with revenue and margins is also necessary (and an art form, as we all know).

No longer can a marketer be satisfied with merely driving demand, they must be a custodian of the brand experience. They must be able to design, from the ground up, how customers live and breathe their brands.

Take for example Clever Kash from ASB in NZ. An app that introduces kids to savings in a unique, highly engaging and immensely pleasurable way. Now THAT's creating a brand experience and loyalty from a very young age. Or the My AMP app that demystifies everything financial and is USEFUL! Dominoes watching your pizza arrive, Uber watching your ride arrive, how these brands have created something special in their customer interactions is awe inspiring.

And we can all do it. True CX breakthroughs for every brand is essential. And it takes great marketers to see that, and then deliver on that. That's why this year's iMedia Brand Summit on the Gold Coast is devoted to Turbo charging your CX. Making us all understand CX, harness CX and deliver on CX. Making us all better marketers and essential resources for our organisations. In short, making us effective.