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Panel Discussion: Beyond the Buzz -- Increasing Revenue and Brand Loyalty in a Multi-Channel World

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ABSTRACT

What does it take for a retailer to truly achieve customer centricity? Beyond the hype, how are leading retailers driving revenue, brand identity and loyalty across channels? How are retailers leveraging and mixing old and new channels? Few retailers can start with a clean sheet of paper – how can current capabilities be augmented with new processes and systems? What do today's educated consumers expect from relationships with retailers?

Hear a panel of leading retailers, representing multiple channels, discuss views on customer-centricity and how retailers are exploiting the latest technologies to deliver on its promise to drive revenue and shareholder value.

No paper was submitted for publication.

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