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# MTR facilitates brands with Digital Customer Experience (CX) insights

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In this rapidly changing world, customer engagement, loyalty and advocacy are no longer only driven by the products or the services offered. Customers, Partners and Stakeholders are on the lookout to understand what the company and its brand stand for. Businesses across industries, sizes and categories worldwide strive to implement precise strategies for effective customer management. Digital Customer Experience (CX) is the pulse of every business today.

MediaTechResource, a fast-growing Digital Communications agency in partnership with its Knowledge Partners and the Marketing Ecosystem, is rolling out the "**Global Digital CX Summit Series**" to influence and embrace Customer Experience for over 500K growing businesses to succeed in the post-pandemic era. Changing audience behaviour has disrupted and challenged most traditional best practices across several core business functions, especially Marketing. The pace of transformation has led brands and their curators to evaluate and rebuild tech stacks, add features, and experiment with new tools to integrate and orchestrate better.

*Dr Sindhu Bhaskar, Visionary Chairman, EST Global, Investor, Mentor, Cambridge Innovation Centre, and a keynote speaker for the upcoming Digital CX Summit, is an industry veteran in devising inclusive solutions for businesses across continents. Dr Bhaskar says, "Opportunities in managing customers across industry verticals are immense. With deep involvement in key verticals including Banking, Health, Education,*

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and Agriculture, alongside Enterprise-grade opportunities, exists a huge gamut of openings with Policymakers, Governmental and Non-Governmental Institutions for start-ups, owners, small and medium businesses, or any innovator who can solve the problem efficiently.

Companies and brands must formulate a strategy incorporating digital tactics into their customer experience to address the emerging gaps in the organizational workflow, especially when organizations have adopted a Remote or Hybrid approach. "Customer experience is an area that requires continuous nurturing and innovation", says *Dr Prasun Mishra, Founder of WISECapital.org and American Association of Precision Medicine (AAPM), Silicon Valley, California*. As a keynote speaker at Digital CX Summit, Dr Mishra will talk about the Innovation principles for future business. Frictionless digital journey, personalization and customer-centric communications are crucial to building a future-ready Customer Experience, says Rachana Chowdhary, Cofounder MediaTechResource and Founder MediaValueWorks.

Market and product stagnation is inevitable in most cases. To prevent this, brands must proactively identify and explore new opportunities for their customers to innovate. CX managers need to focus heavily on purpose-driven customer engagements to ensure that their business practices remain relevant and continue to grow.

The upcoming [\*\*Global Digital CX Summit Series\*\*](#) will feature industry leaders and mentors sharing their wisdom on Managing Customers Effectively in the digital space. The Virtual Global Digital CX Summit Series will influence over 500,000 businesses, including start-ups, small and mid-sized scale-ups, gig workforce, solopreneurs, mompreneurs, Digital agencies, and Affiliate Networks across North America, Europe, Asia, Africa, APAC, India and South Asia.

The Summit will focus on four verticals - Banking and Finance, Healthcare, Not-for-Profit and Technology Enterprises, identified as some of the most impacted businesses driven by digital growth. The Global Digital CX Summit aims to simplify CX for its Participants, Vendors, and Partners. Participants can access informative Case Studies, Videos, Press Releases and Communications Templates for their audience to benefit and revisit their customer communications strategies at the Event.

Some of the esteemed partners of the Global Digital-CX Summit include BranchX, Business Mastermind Advisory, The Smarketers, Apeiron Consultancy, MSME Business Forum India, HyLyt, Metta Social, DAC Investments, InstaaPR, Olive Technohut and more.