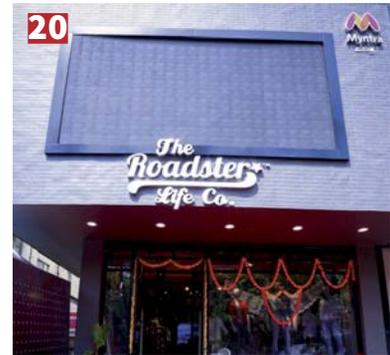


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WORKING TOWARDS A BETTER CUSTOMER EXPERIENCE

In this day of cookie cutter uniformity, when it comes to garnering consumer loyalty, "customer experience" seems to be the buzzword. Yet, putting the customer at the centre of business and creating delightful experiences across the buying journey is not as simple as it sounds.