

Panel Discussion

Data Quality

Improving Data Quality for
Smarter Decision Making and
Enhanced Customer Satisfaction



More Info

7 OCTOBER 2025
HOTEL NIKKO BANGKOK



**PAT THANAKRIT
KANJANASIRIPAKDHI**

Country Lead, Business Intelligence
Smollan



**GUN SUPASIN
LIMCHAROEN**

Director, Data Analytics
Chatrium Hospitality



Moderator

**FAH NACHAYADA
NOIYUENYONG**

Business Analyst Manager
Zoetis



How would you rate the overall quality of customer data in your organisation?



Sponsored by:



Panel Discussion | Data Quality

Improving Data Quality for Smarter Decision Making and Enhanced Customer Satisfaction

QUESTION 1

Why is data quality becoming a critical priority for organisations aiming to improve customer satisfaction and decision-making?



Q&A

#DDSUMMIT

Sponsored by:



Panel Discussion | Data Quality

Improving Data Quality for Smarter Decision Making and Enhanced Customer Satisfaction

QUESTION 2

What are the most common data quality issues businesses face, and how do these impact forecasting and customer experience?



Q&A

#DDSUMMIT

Sponsored by:



Panel Discussion | Data Quality

Improving Data Quality for Smarter Decision Making and Enhanced Customer Satisfaction

QUESTION 3

How can leaders foster a data-driven culture where quality is everyone's responsibility, not just IT's?



Q&A

#DDSUMMIT



What is your biggest challenge in improving data quality?



Sponsored by:



Panel Discussion | Data Quality

Improving Data Quality for Smarter Decision Making and Enhanced Customer Satisfaction



Q&A

Submit your questions here!

#DDSUMMIT