

Panel Discussion Data-Driven Growth

Activating Data to Drive Customer Success,
Acquisition, and Sustainable Business Growth



**NAT SARANRAK
GUNMINTR**

Chief Data Officer
Allianz Ayudhya



More Info

**7 OCTOBER 2025
HOTEL NIKKO BANGKOK**



**NING TIPAPORN
PRASOMSAB**

Head of Loyalty Program & CRM
The 1



Moderator

**DANIEL
RATTANAMAHATTANA**

Data & Technology Lead
WPP Media



In your organisation today, where is data delivering the most visible impact?



Sponsored by:



Panel Discussion | Data-Driven Growth

Activating Data to Drive Customer Success, Acquisition, and Sustainable Business Growth

QUESTION 1

How are leading organisations in Thailand currently using data to improve customer retention and long-term relationships?



Q&A

#DDSUMMIT

Sponsored by:



Panel Discussion | Data-Driven Growth

Activating Data to Drive Customer Success, Acquisition, and Sustainable Business Growth

QUESTION 2

How can businesses turn real-time insights into actionable strategies for customer acquisition and revenue growth?



Q&A

#DDSUMMIT

Sponsored by:



Panel Discussion | Data-Driven Growth

Activating Data to Drive Customer Success, Acquisition, and Sustainable Business Growth

QUESTION 3

What are some common challenges in aligning data strategy with business growth objectives, and how can they be overcome?



Q&A

#DDSUMMIT

Sponsored by:



Panel Discussion | Data-Driven Growth

Activating Data to Drive Customer Success, Acquisition, and Sustainable Business Growth

QUESTION 4

What types of data are most valuable for identifying customer needs and behaviours that drive repeat business?



Q&A

#DDSUMMIT



Looking ahead, what will most accelerate your organisation's data-driven growth in the next 2 years?



Sponsored by:



Panel Discussion | Data-Driven Growth

Activating Data to Drive Customer Success, Acquisition, and Sustainable Business Growth



Q&A

Submit your questions here!

#DDSUMMIT