



Omnichannel in Action:

Driving Digital & Martech Transformation for Customer-Centric Growth

Meet Your Keynote Speaker – Abhineet Kesarwani (Aby)



- ❑ 18+ years leading Customer Lifecycle, Product and AI-driven Digital Transformations
- ❑ Global leadership across Telecom, Fintech & Consulting in UK, US, EMEA and Asia
- ❑ Proven impact in retention, churn reduction, cross-sell and LTV growth
- ❑ Expertise in full-funnel GTM, Martech and AI-led personalisation strategies
- ❑ Trusted by C-suite globally to drive commercial transformation & governance

Education & Certifications



Global Brands Worked For



Tech Partners & Clients



Interest & Passion







Q1: Which of these is closest to the increased purchase rate seen when using fully integrated omnichannel campaigns versus single-channel campaigns?

A: 50%

B: 150%

C: 287%

D: 400%



Q2: What is the average customer retention rate for companies with strong omnichannel engagement, compared to weak ones?

A: ~50% vs ~20%

B: ~70% vs ~40%

C: ~89% vs ~33%

D: ~95% vs ~60%



Q3: By roughly what factor can personalisation deliver return on marketing spend when done well?

A: 2x

B: 4x

C: 8x

D: 12x



Q4: What is one commonly cited revenue uplift for businesses that invest in customer experience transformation?

A: 20%

B: 80%

C: 120%

D: 150%



Q5: What is the difference in Customer Lifetime Value (CLV) between omnichannel and single-channel shoppers?

A: 15%

B: 30%

C: 50%

D: 75%



Q6: Before making a purchase, how many channels do more than half of customers typically interact with?

A: 1-2

B: 3-5

C: 6-8

D: 9 or more



Q7: What is the typical increase in average sales revenue from strong omnichannel engagement?

A: 2%

B: 5%

C: 9%

D: 15%



Q8: Which digital marketing channel is used by over 80% of B2C marketers today?

A: Mobile Push

B: SMS

C: In-store displays

D: Email



Q9: What impact has AI-led omnichannel marketing shown in retention and complaints?

A: 5% retention / 5% fewer complaints

B: 10% retention / 10% fewer complaints

C: 18% retention / 25% fewer complaints

D: 30% retention / 40% fewer complaints



Q10: What profitability gain can be achieved by optimising omnichannel inventory strategies?

A: 5%

B: 8%

C: 12%

D: 15%

What the Data Really Tells Us?

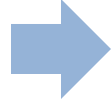
These stats are not just numbers. They reveal the shift

From generic campaigns



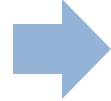
To intelligent orchestration

From channel-first



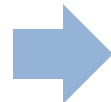
To customer-first

From isolated emails blast



To AI-powered, need-based journeys

From being everywhere



To being relevant



Email is not just a tool → it is the orchestrator of trust, timing and customer impact.

What Does Omnichannel Really Mean?

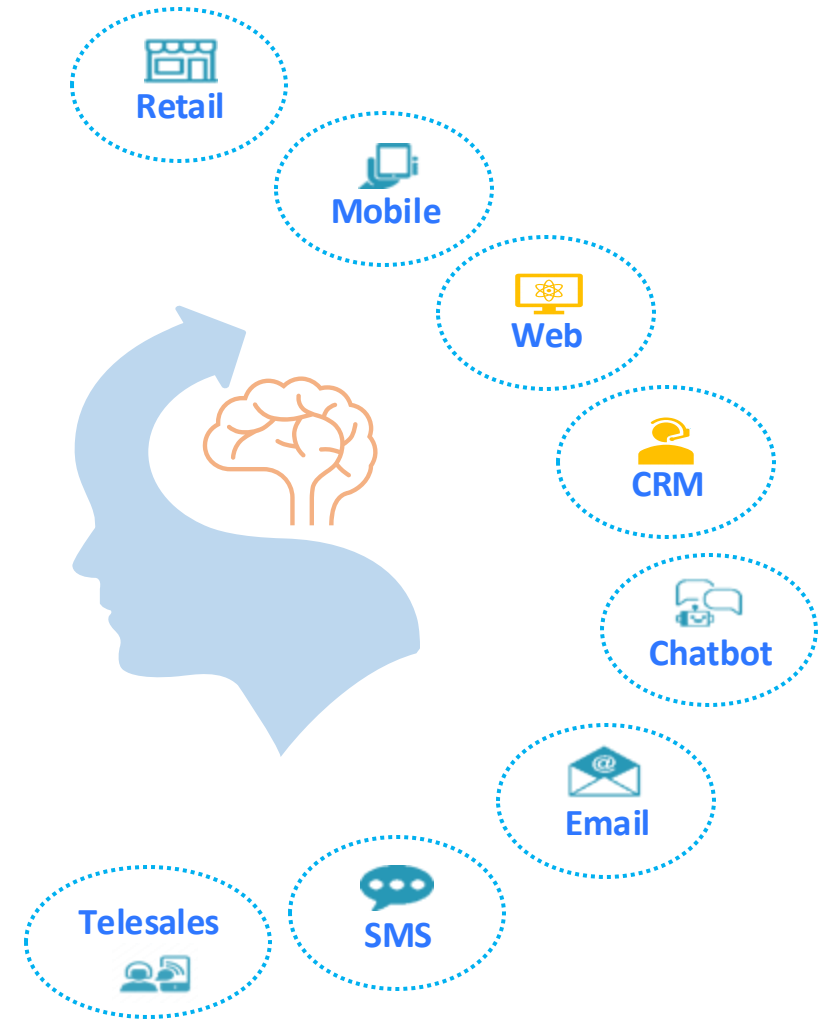
Unified customer identity across systems

Real-time journey orchestration

Contextual personalization across every interaction

Shared ownership across marketing, product, care and tech

Measurement not by campaign, but by lifecycle impact



Even in a multichannel world, email drives the highest ROI → when it is part of a connected strategy.

The Age of Continuous, Connected Relationships

Past



Campaign Era

Campaigns were episodic, bursts of communication that created temporary spikes, but not loyalty.

Present



Automation Era

Automation improved efficiency, but interactions remained one-size-fits-all.

Future



AI Relationship Era

AI enables always-on, predictive, and adaptive engagement, transforming campaigns into continuous customer relationships.

30% of messages are now AI-generated. But the winners use that AI to make every message feel personal.

This is not just a shift in tools; it is a shift in how we orchestrate experiences across channels

Building the Modern Growth Engine



Email still delivers the highest ROI. But only when backed by unified data and real-time orchestration

The smartest Martech stack starts with email and ends in lifetime value

AI + Email: The Smartest Channel Gets Smarter



Smarter Segmentation

AI reveals hidden micro-segments and intent signals, enabling precise targeting.

Impact: Brands using AI-driven segmentation see up to 2–3x lift in campaign conversion rates (Accenture).



Personalisation at Scale

Generative AI tailors creative, offers and recommendations across channels.

Impact: 80% of consumers are more likely to buy when brands offer personalised experiences (McKinsey).



Predictive Optimisation

AI determines the best channel, time and offer, maximising ROI.

Impact: Predictive analytics reduces customer acquisition cost by 15–20% (BCG)



Real-Time Listening & Trust

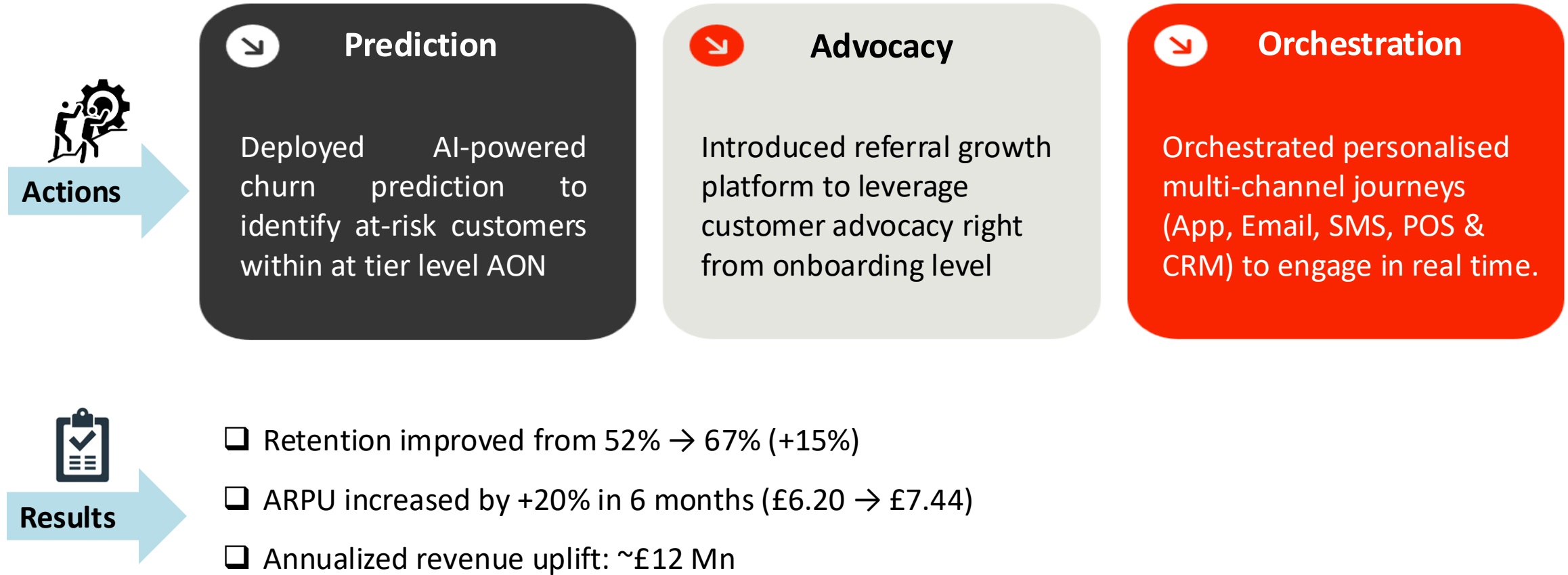
NLP monitors sentiment and automates response, protecting brand equity.

Impact: 85% of consumers say trust is the decisive factor in brand choice (Edelman)

When powered by AI, email becomes the most intelligent, adaptive and scalable channel marketers own.

Case Study 1: Retention Through Omnichannel Orchestration

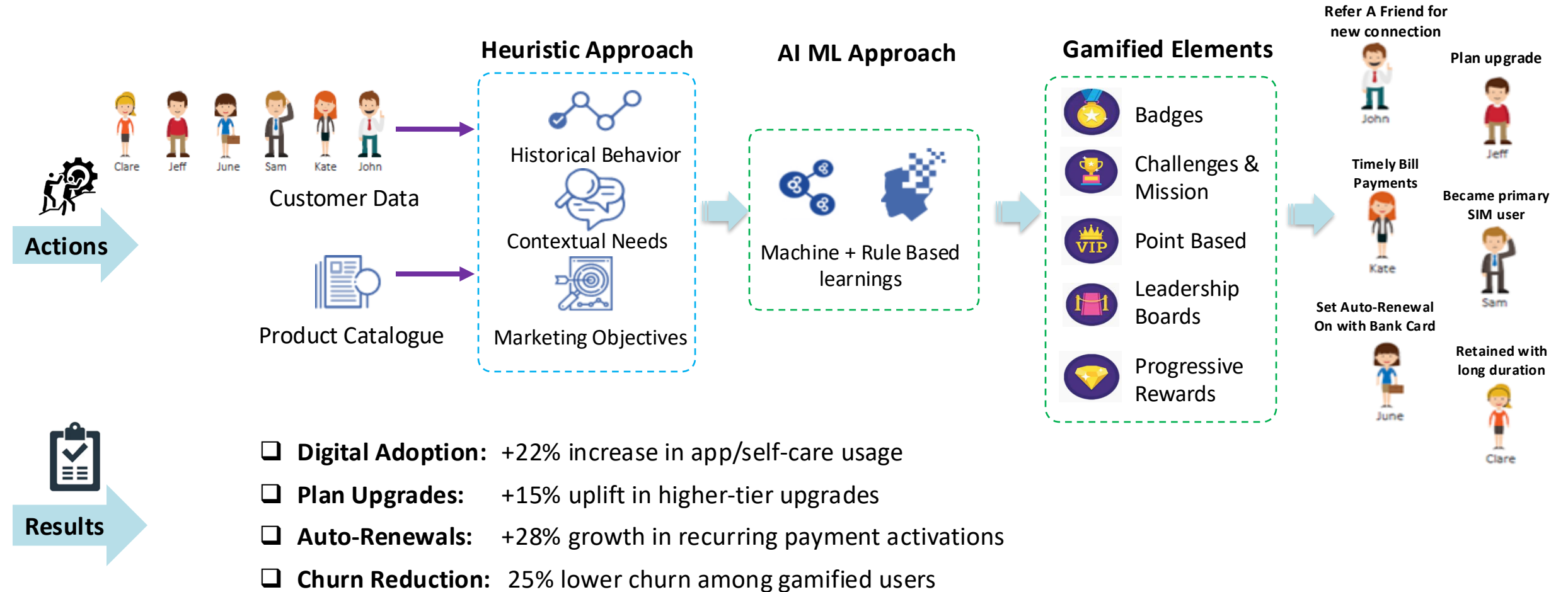
Leading Global Telecom brand faced high churn in a highly competitive SIM market, with limited loyalty beyond price



Predictive engagement does not just improve retention →
it transforms churn management from a cost centre into a revenue growth engine

Case Study 2: Engagement Through Gamified Journeys


Leading Global Telecom brand built everyday interactions into rewarding experiences that boosted retention & LTV



Progressive rewards need consistent nudges.


Email is the ideal channel to deliver those nudges with context, trust, and timing.

The Non-Negotiables for Scalable Growth




Scalability

API-first and cloud-native to adapt at speed, avoid lock-in



Trust

Data governance, privacy, and compliance (GDPR, AI Act, Consumer Duty) as growth enablers




Integration

A unified stack that enables real-time personalisation across channels.

No Martech stack should exist without email at the center of orchestration

Email is not a channel → it is the backbone of modern orchestration

Balancing Growth, Trust and Responsibility




Value Creation

AI drives retention, upsell, and customer lifetime value



Customer Trust

85% of consumers say trust is decisive in brand choice (Edelman)



Responsible Innovation

GDPR, Consumer Duty, and the AI Act shape how campaigns are designed and delivered.

Brands that lead in responsible data use grow revenue 1.8x faster than peers (BCG)

- The most advanced AI is useless if customers do not trust it.
- Growth, trust, and responsibility must move together or not at all.

Roadmap to Omnichannel Orchestration (AI powered Email)

Unified Data & Identity

AI-led Journey Decisioning

Real-Time Channel Orchestration (with email as hero)

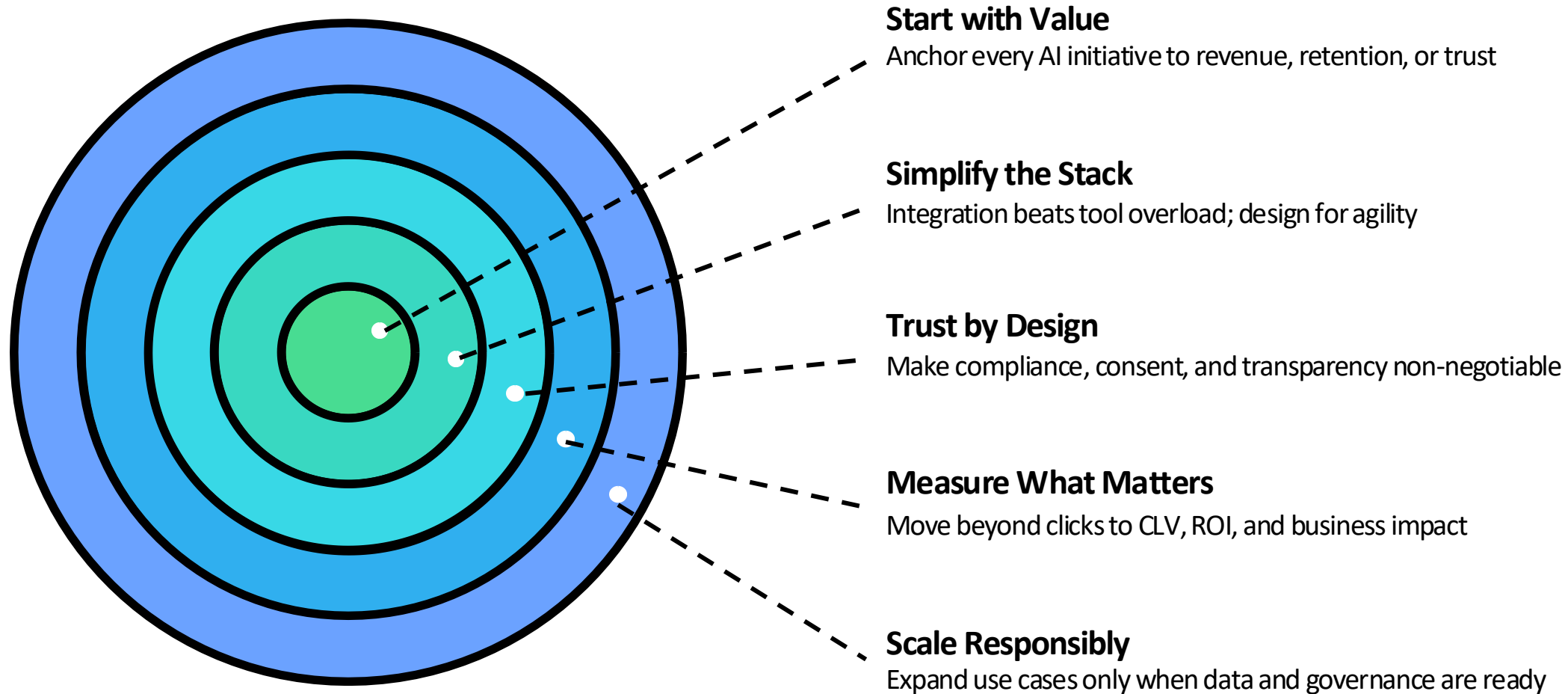
Scale, Optimize & Sustain



Organisations that follow a structured Martech roadmap achieve **25–35% higher ROI** on campaigns (McKinsey).

Email maturity starts with customer identity and ends in AI-led journeys

Golden Rules for Sustainable Growth



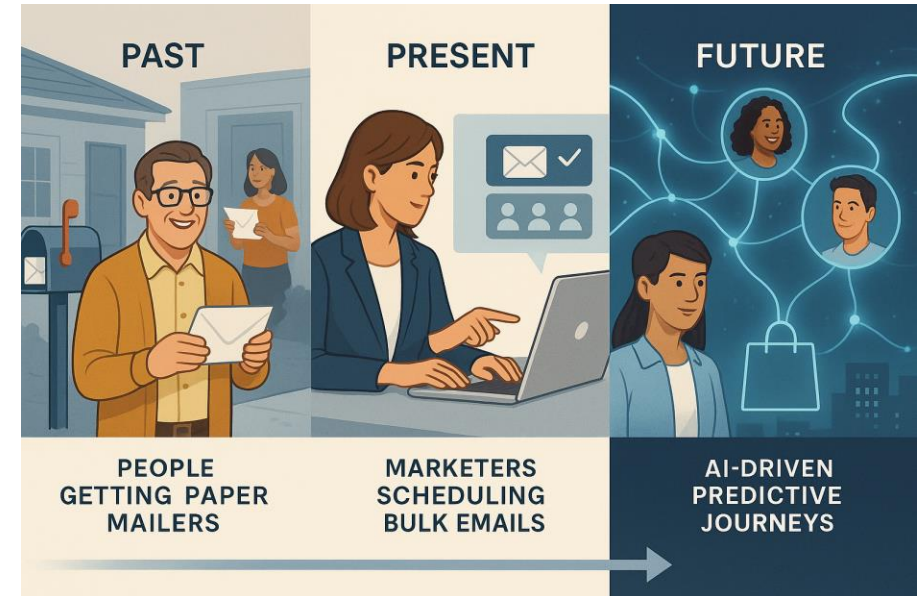
Email leads the future → when elevated by data, designed with empathy, and powered by AI

On Monday Morning, What Will You Do Differently?

Reframe email as the anchor, not the fallback

Stop planning by channel, start planning by moment

Let data and AI shape journeys, not just subject lines



Start by treating email not as a send but as a signal. Then orchestrate from there



"In every job
that must be
done, there is
an element of
fun."

Mary Poppins



Thank you!

Questions are welcome 😊



Abhineet Kesarwani

