



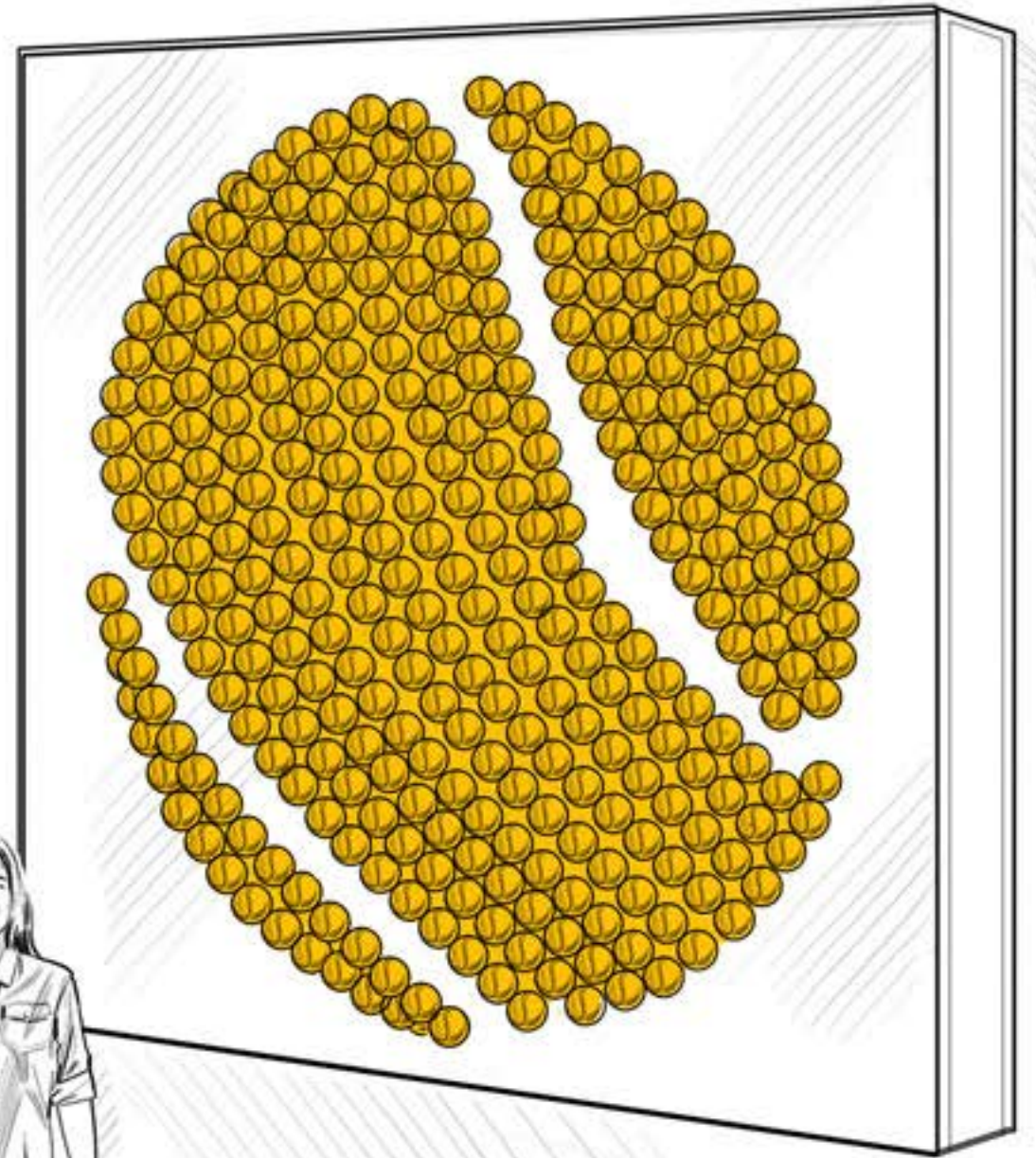
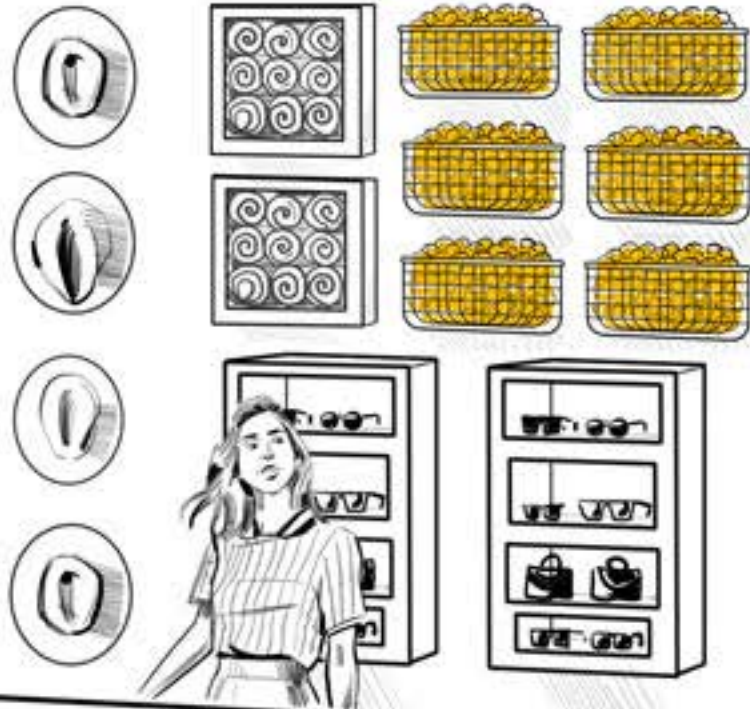
BEN GODFREY







# CHECK-IN



















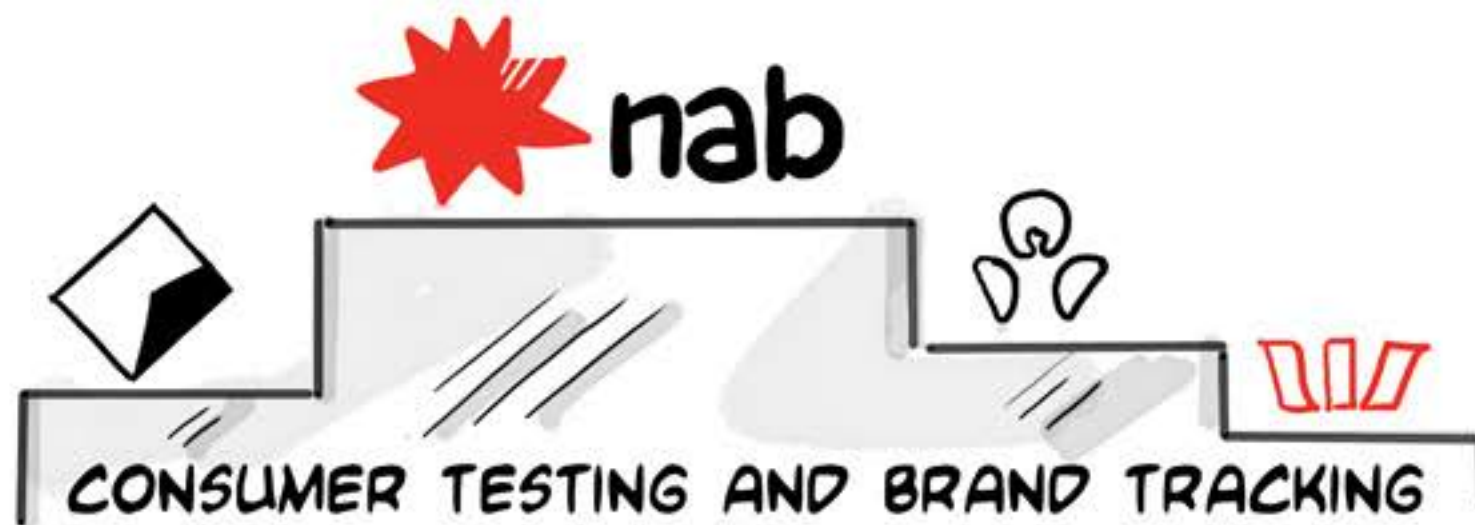
# FY18 CUSTOMER STRATEGY



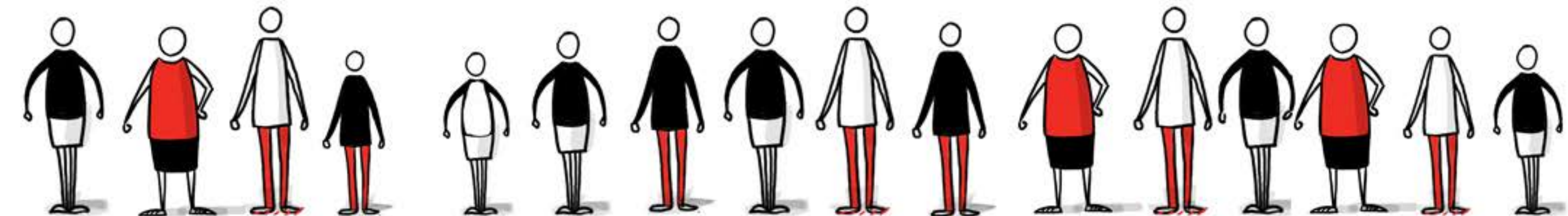
💡📱📊 794 ???

DEVELOP CUSTOMER MOMENTS,  
JOURNEYS AND LIFE CYCLE STRATEGIES

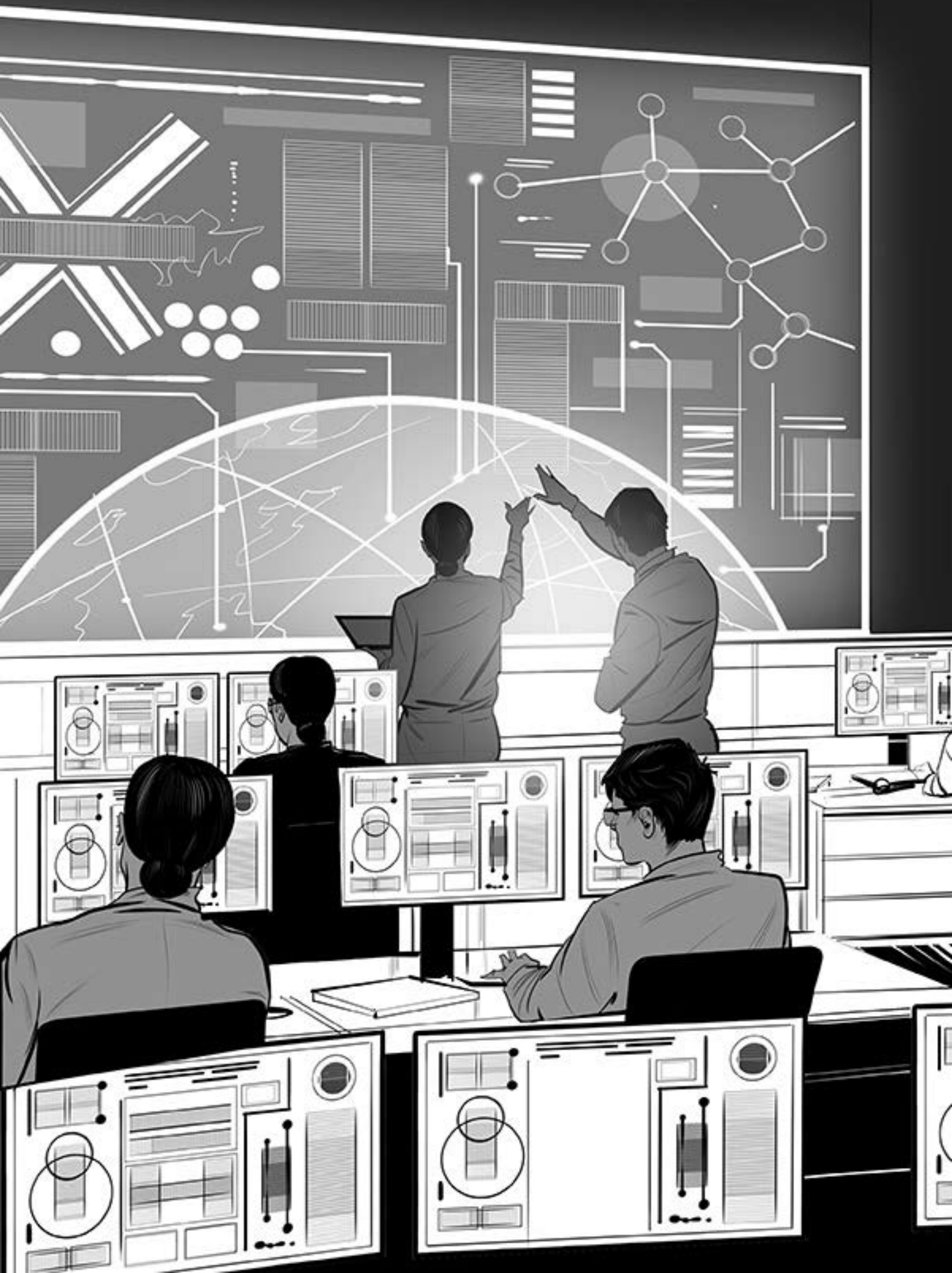
LAUNCH AND EMBED THE 'MYBANK'  
PROGRAM INTO THE BUSINESS



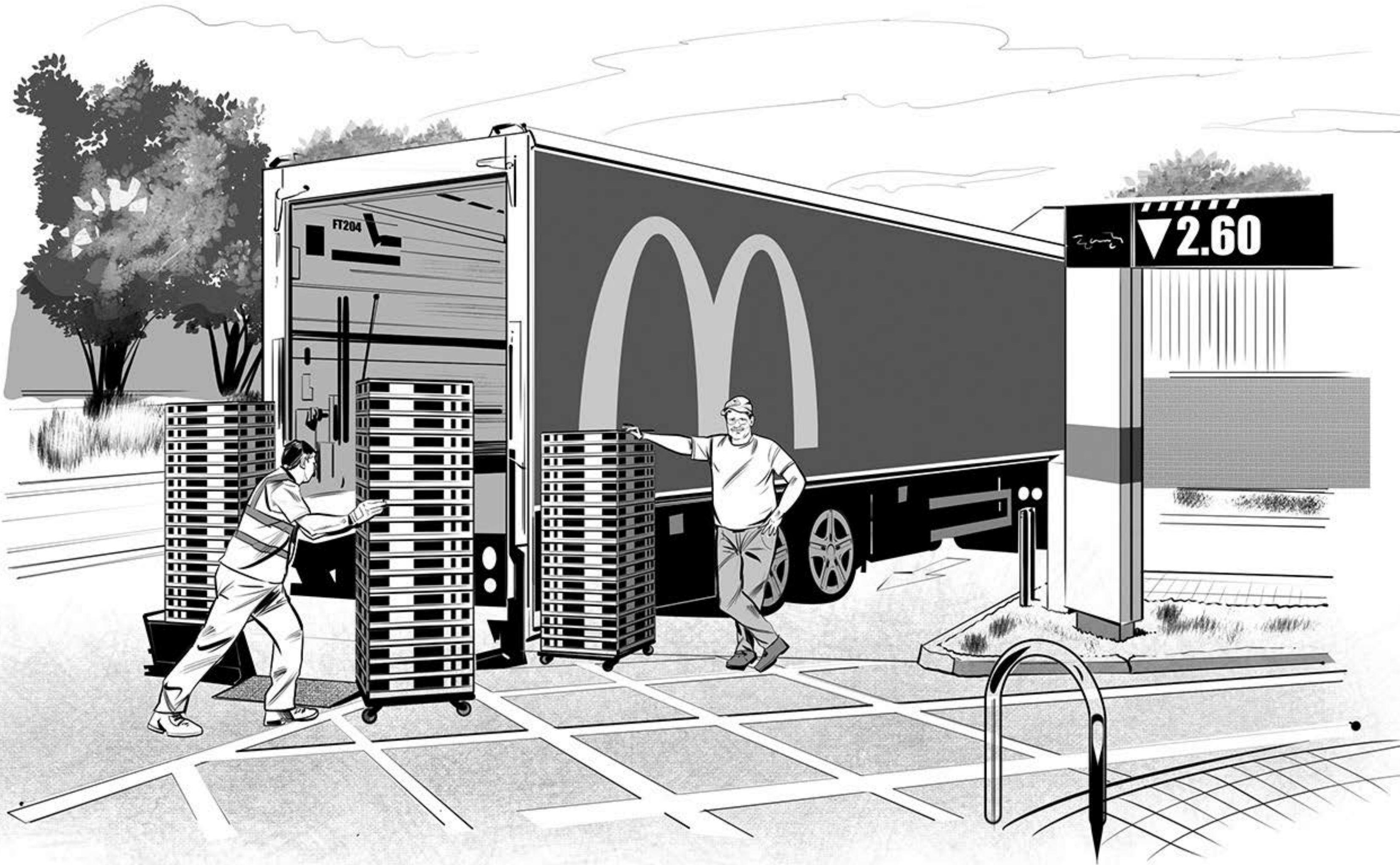
CONSUMER TESTING AND BRAND TRACKING



IMPROVE CUSTOMER EXPERIENCE THROUGH A MARKET LEADING INSIGHTS PROGRAM











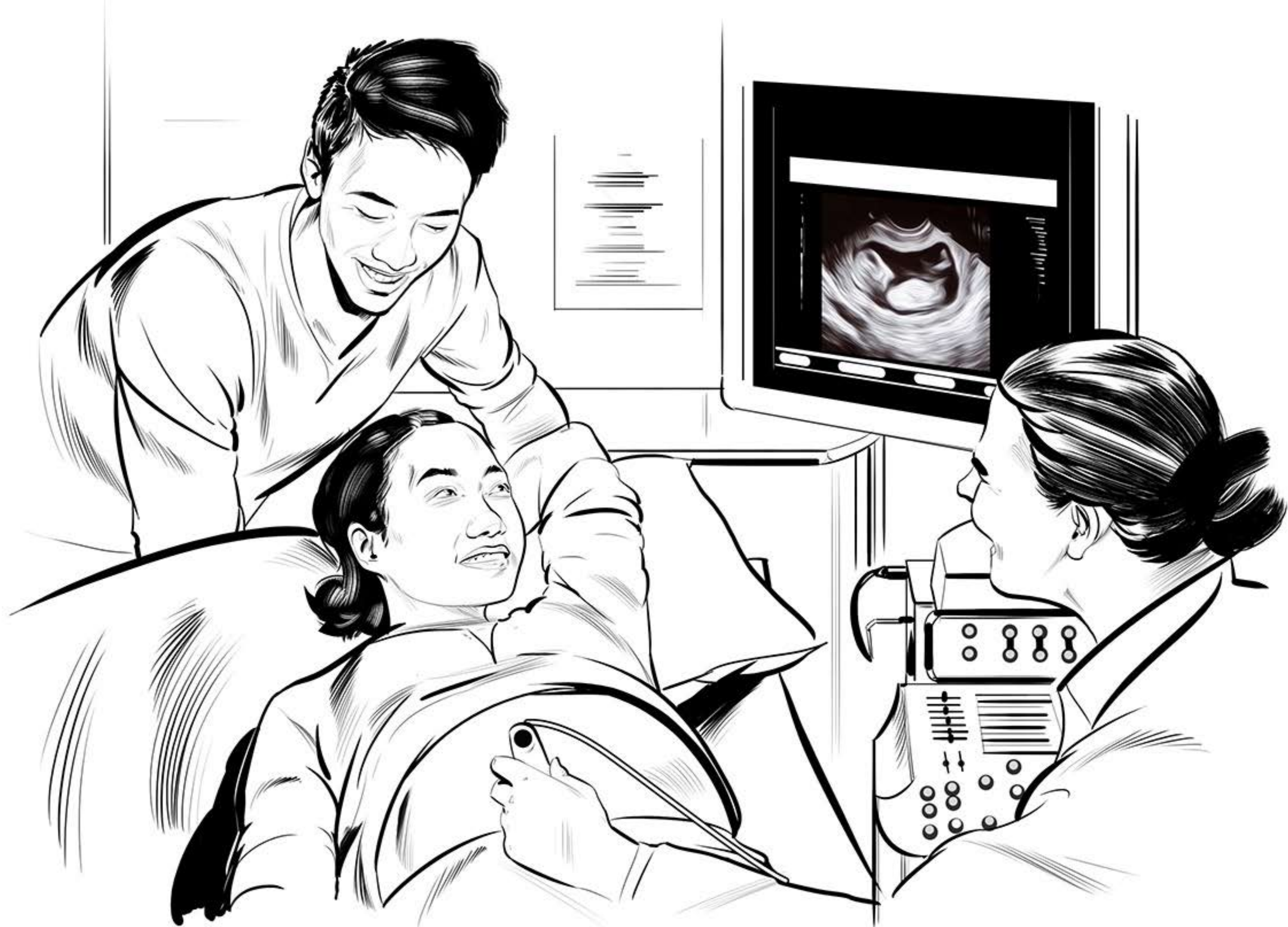


Wattie's  
ESTD 1948  
Pick & Crop  
whole peeled  
tomatoes  
in juice

Wattie's  
ESTD 1948  
Pick & Crop  
whole peeled  
tomatoes  
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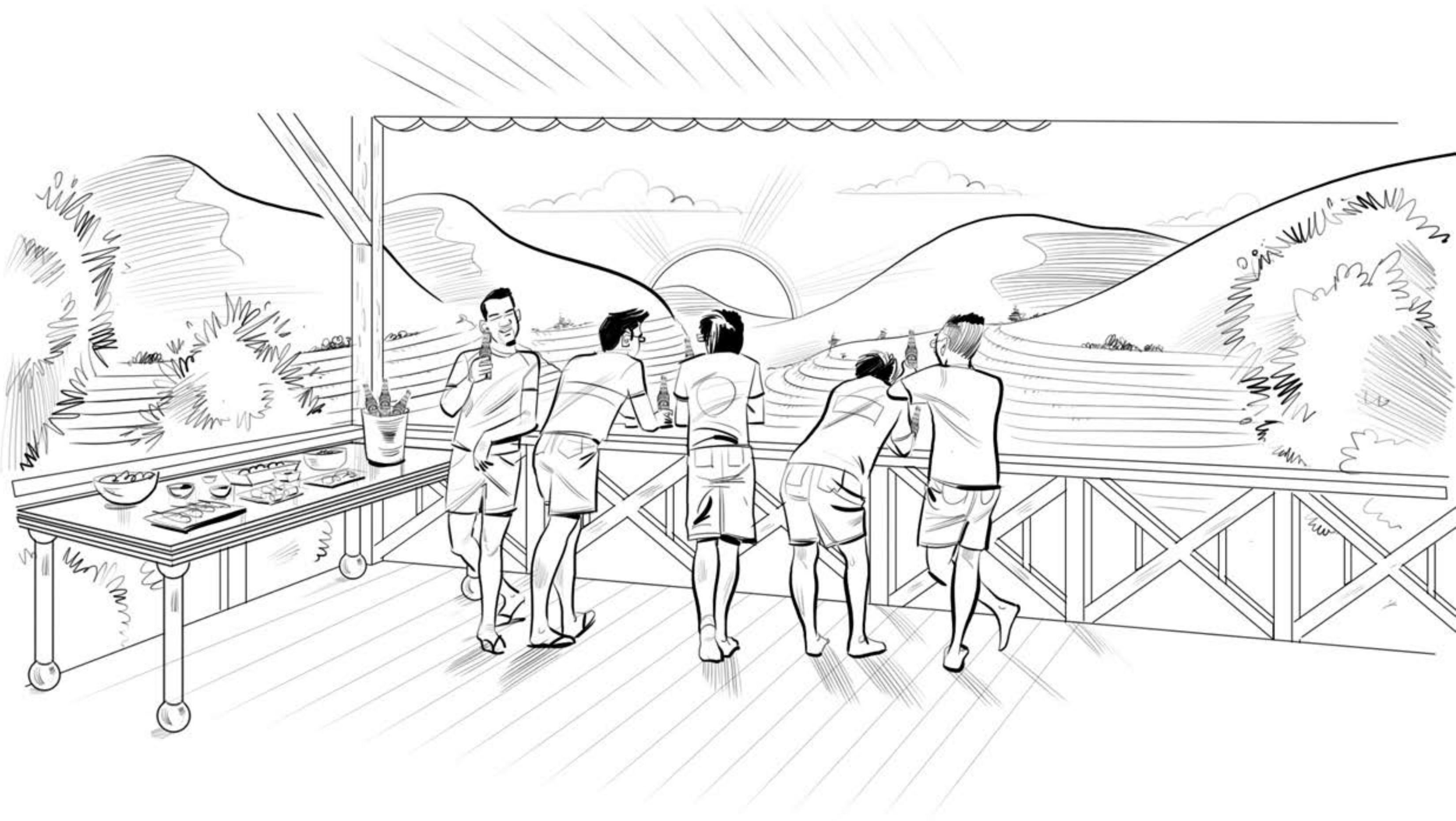




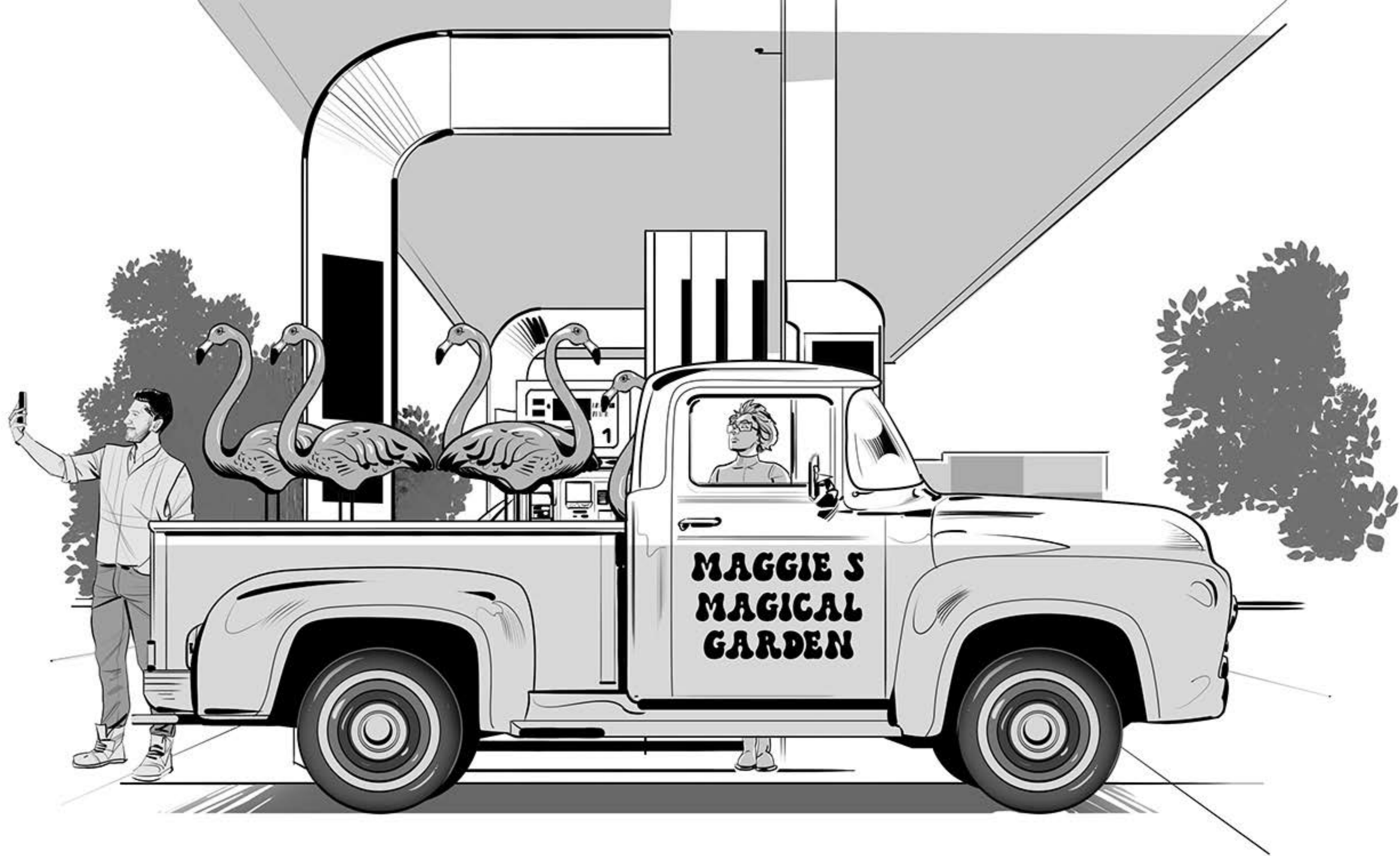


โรงพยาบาลกรุงเทพ  
HOSPITAL  
HOSPITAL MEDICAL CENTER



















**SCOTT BASE**

NEW ZEALAND LAT. 77 51 SOUTH