

## Tis the Season

to boost  
Customer Relationships  
& Business Growth



### Brands' guide to offer exceptional experiences during the holiday season rush

The holiday season is a peak time for Retailers, Travel and Hospitality. Increased footfall, high customer expectations, and operational challenges demand a robust, customer-centric strategy.

Here's your guide to equip brands with actionable insights to:

- ◆ Enhance **customer journeys with seamless omnichannel experiences**
- ◆ Optimize staff performance for efficiency under pressure
- ◆ Leverage **data-driven personalization** to build loyalty
- ◆ Drive revenue while maintaining operational excellence

Prepare to turn the seasonal rush into a lasting brand advantage

### Product of the Month

**zence**™ | MARKETING AUTOMATION

Wherever your customers are, we automate your marketing

Segmentation | Personalisation | Omnichannel Engagement |  
Journey Builder | Reports & Dashboard

[Know More](#)

### Resource of the Month

#### Brands key to customer stickiness and increased sales velocity this holiday season

As retail brands navigate the final crucial weeks of the 2024 holiday season, the pressure to deliver exceptional customer experiences has never been more intense. With last-minute shoppers flooding both physical and digital stores, and early-bird buyers already beginning their post-holiday planning...



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### In the News

#### Zence X Google Wallet Together Revolutionizing the Rewards Landscape

Zence, powered by Easyrewardz, a leading provider of Unified CRM solution announced a collaboration with Google Wallet, marking a significant leap forward in the rewards landscape. This integration offers a seamless and convenient way for customers to access rewards...

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### Meme Chronicles



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