

SPEAKER INTERVIEW



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Q. How can technology be used to understand the needs and preferences of end-users?

MH: Traditional research and operational insight should be used to identify the needs of potential users up-front, but once the base requirement is identified and active, analytics provide specific, live insight into needs and preferences—often tapping into not claimed, but actual, often sub-conscious, truths providing invaluable learnings and iterative direction.

Q. Why is it essential to transition to an omni-channel strategy?

MH: A business and brand need an omni-channel purpose and proposition before stepping into such an approach: attempting to stretch a more narrow offering across a wider suite of channels will create operational—even organisational—death cracks pretty quickly.

Q. How can a company successfully transition to an omni-channel strategy?

MH: Blinded by its title, it's tempting to focus on the customer entry points to an omni-channel strategy. But the priority should be a backend integrated infrastructure that enables a seamless customer experience and slick fulfilment process first.

Q. How do you think the attendees will benefit from this event?

MH: I'm expecting a few days of strategically engaging but operationally actionable content that inspires us all to think big but deliver small yet significant step-changes to our everyday output.