

## **Ramesh Rajandran – Becoming A Living Businesses**

### **As a customer, are you loyal to brands?**

I'm loyal to certain brands. Now, we have endless options at our fingertips and that makes us more savvy and less loyal.

This shift means the onus is on the company to adapt and cater products, services and experiences that keep customers hooked.

### **What's the biggest challenge CMOs face today?**

More than ever, the challenge is now, how to remain relevant in an increasingly competitive world.

The CEO brings everyone together, and the CMOs job is to put customers at the centre of their business.

It's not enough to be relevant, you must be hyper-relevant.

### **How has hyper-relevance enhanced Wise Pivot?**

Wise Pivot is a strategy for the digital age that can help companies pursue new growth opportunities without really abandoning their core business.

Okay, so you plan to bring a product to market, but do you make it flashy or practical to get a "win"? The truth is it's not a binary decision.

Living Businesses know this. They're primed to achieve a "win" by using hyper-relevance to adapt, giving real-time responses to customers' ever-evolving circumstances.

There are 3 key ways your business can be designed for hyper-relevance:

First, develop compelling new experiences.

And then, act on insights from advanced customer analytics.

And finally, maximise personalisation of products, services and experiences.

Being hyper-relevant is an extension of the Wise Pivot strategy, that has enabled Living Businesses to create new advantages before their current strengths fade.

Keeping them one step ahead of the rest by delighting customers at every touchpoint.

### **Which companies are doing it right?**

As an example, an e-hailing service provider in Malaysia is taking personalisation as part of their core offering.

Essential services like payments and food delivery are being combined to enhance the customer journey and drive experience that is unmatched to others.

Becoming a Living Business is a huge, but profitable task. In Malaysia, we have successfully used Wise Pivot and hyper-relevance to create future-proof Living Businesses in telecommunications, oil and gas, and banking. That's how they continue to thrive.

### **What does Malaysia Reimagined Now mean to you?**

Now is the time for Malaysian businesses to seize the advantage.

You cannot point to the past to promise future successes. Look forward. It's essential to be hyper-relevant, to understand and respond to Malaysian consumers' needs accordingly.