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## So You've Invested In Next Best Action... Now What?

Breakout Session: Customer How To Panel June 13, 2023





Mark Davies Sr. Director Business Excellence Pega



**Suzanne King** AVP, Member Communications Orchestration & Analytics Navy Federal Credit Union

PegaWorld<mark>iNspire</mark>



**Jeroen Dijkstra** Head of Omnichannel Personalization Achmea



**Joe Madigan** Director, Group Customer Analytics & Transformation Bank of Ireland



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