

# Ignition Group's Yonela Ndabankulu talks customer-centric marketing in an age of constant connectivity

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Yonela Ndabankulu, marketing manager CX: VAS Product at Ignition Group, combines digital expertise with product knowledge to speak to customers when they are most approachable.



Yonela Ndabankulu

Customer-centric marketing is something more than a buzzword – it should embody a strategic blend of empathy and data-driven insights aimed at placing the customer at the forefront of every campaign and interaction. This paradigm shift acknowledges the evolving nature of marketing, where personalised experiences and meaningful engagements drive enduring brand relationships.

In an era defined by digital connectivity, prioritising customer-centricity is imperative. By embracing empathetic understanding, leveraging data insights and deploying seamless digital strategies, marketers can cultivate authentic connections with their audience. Personalised communication and proactive feedback loops further enhance this journey, fostering unparalleled brand loyalty and value creation.

Looking forward, emerging technologies such as augmented reality, artificial intelligence and voice assistance promise to elevate customer interactions to new heights. To harness the full potential of these innovations, ongoing dialogue, experience-sharing and implementation of advanced strategies are essential.

For a deeper dive into the transformative power of customer-centric marketing and insights into navigating the digital landscape, read the full blog [here](#).

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