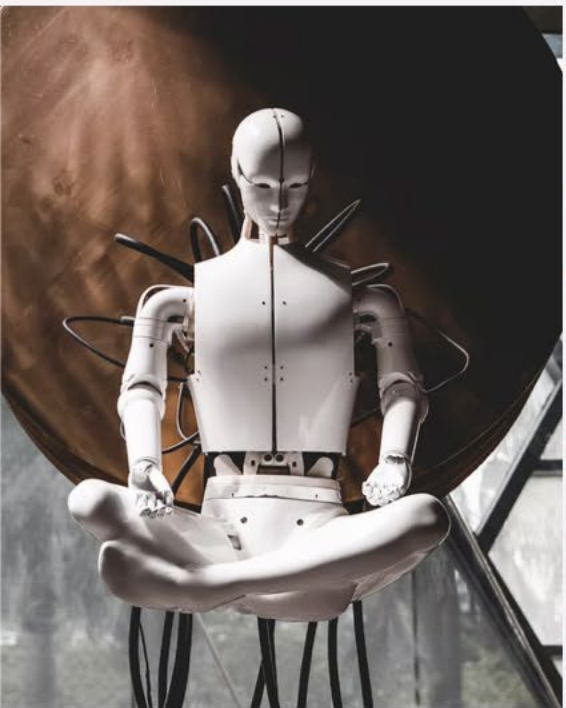


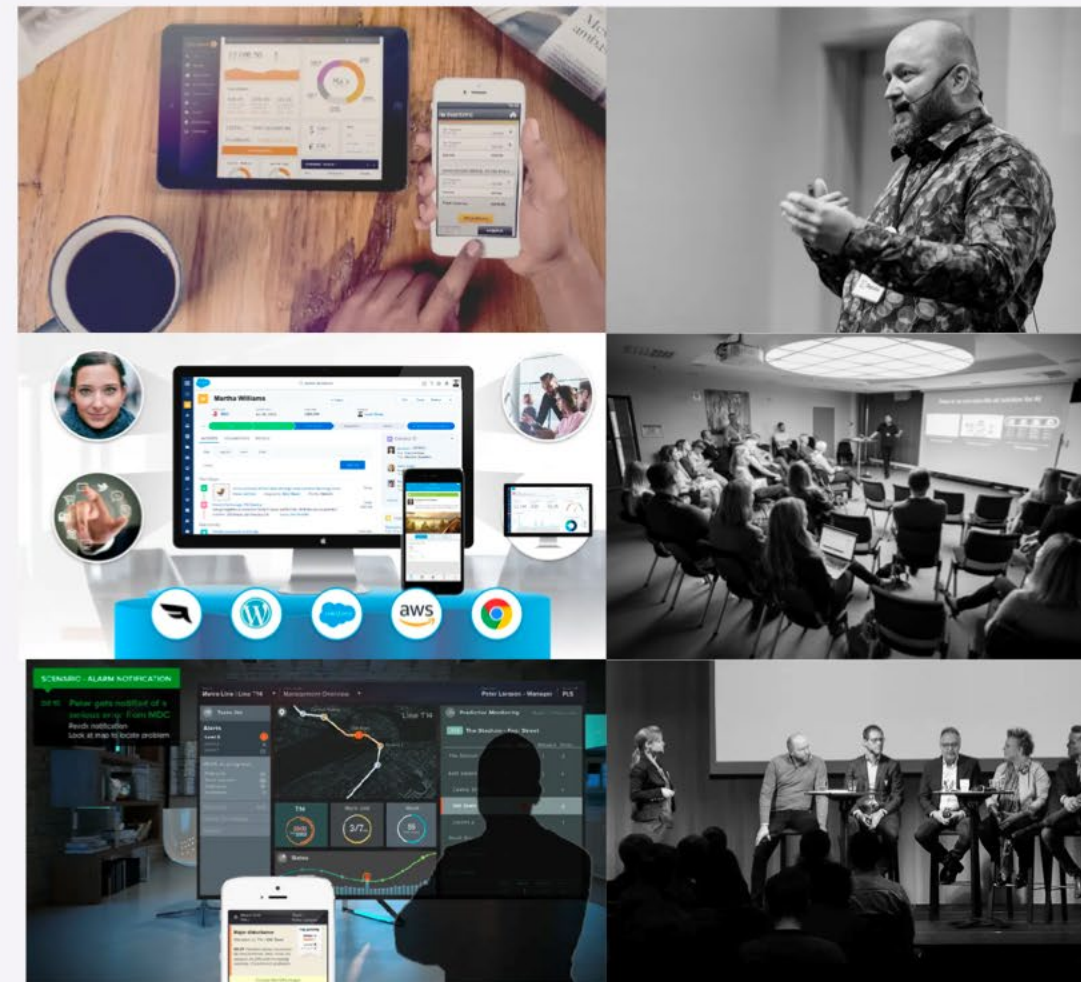
AI meets Customer Experience



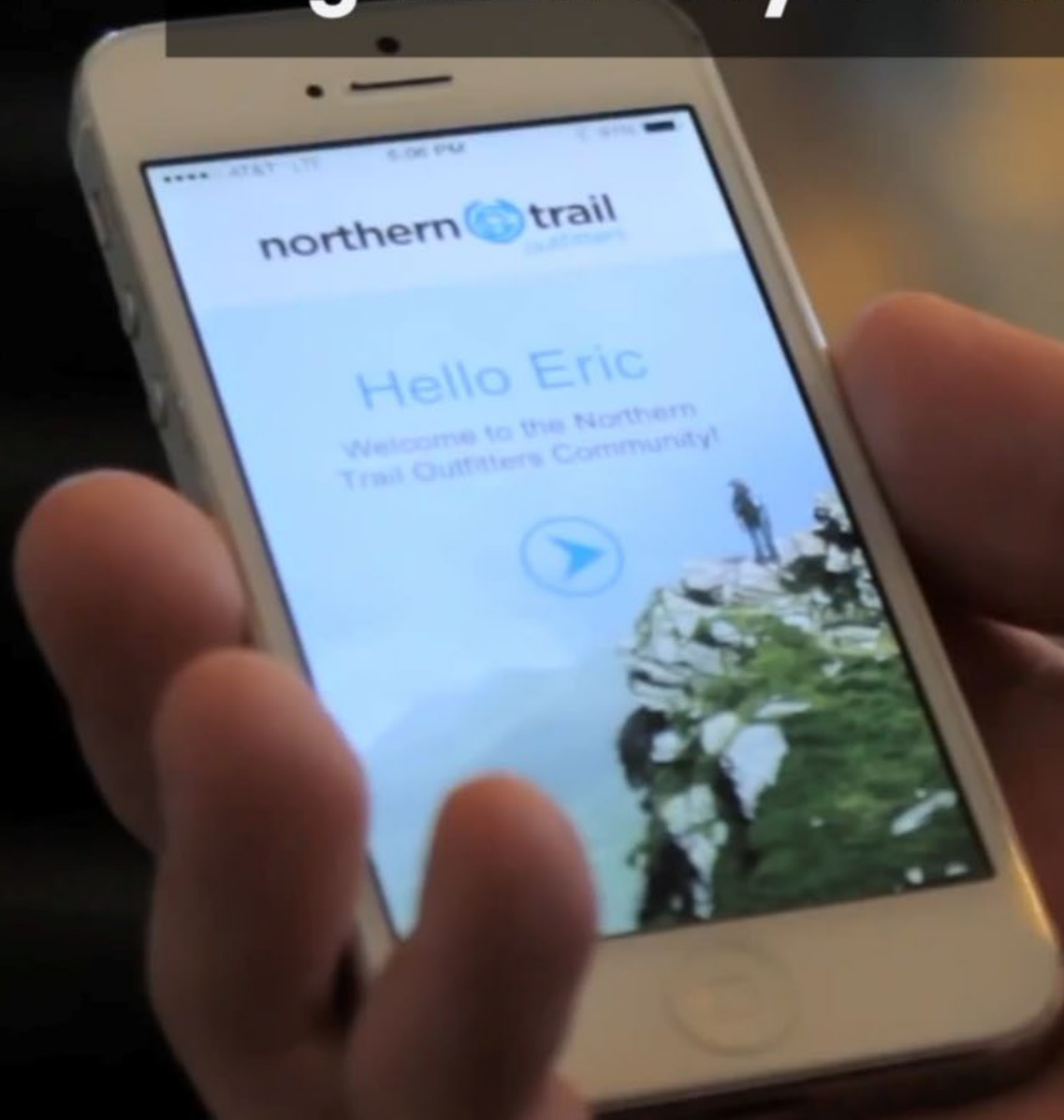
How can AI help you get happy and loyal customers?

Andreas Markewärn

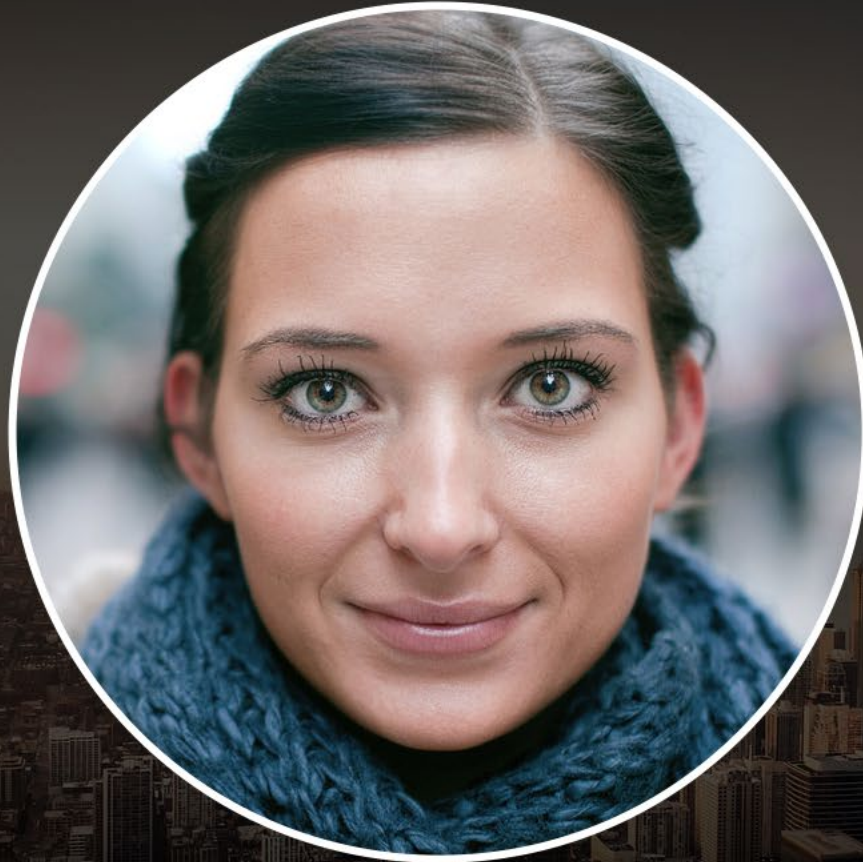
- Strategist, coach and advisor
- **Focus on the pilot phase** in transformation
- Background in **data-driven communication, Customer Journeys and future of work** in distributed organisation using **CRM & MA**



Digital lifestyle changes expectations



Know me, coach me, predict me




Know me, coach me, predict me



Know me, coach me, predict me



An aerial photograph of a city, showing a complex network of roads and buildings. Overlaid on the image are numerous small, glowing blue circles, which represent data points or sensors. These points are distributed across the city, with a higher concentration along the major roads and in the central business district. The overall tone of the image is dark and futuristic, suggesting a high-tech or data-driven environment.

Challenge for organisations
turn data into actionable insight



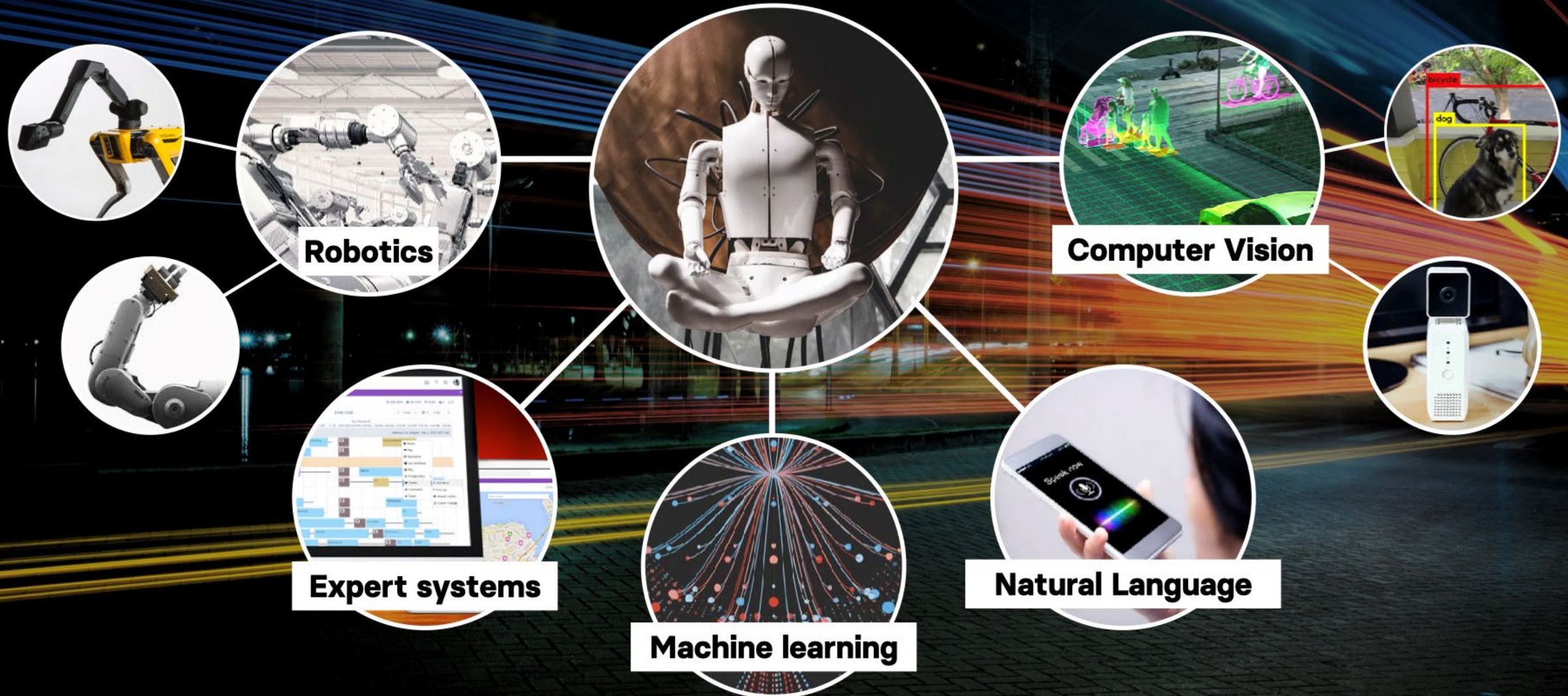
Only 1% of all data
is analysed!



AI meets User Experience

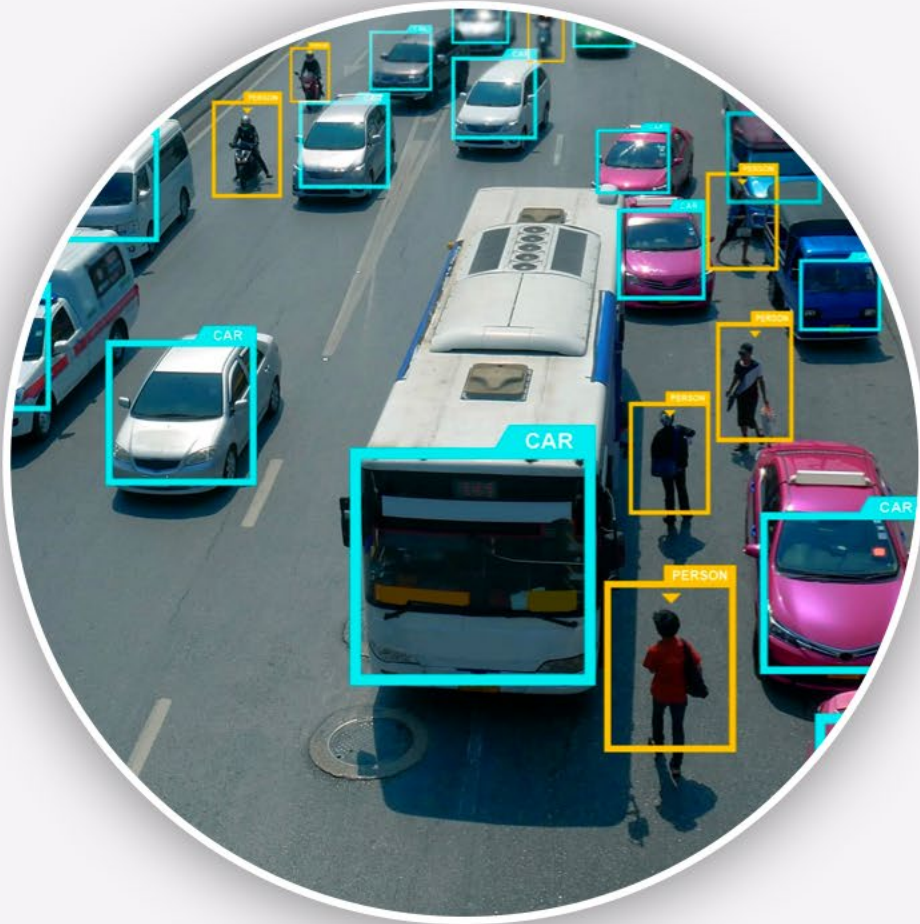
Smart automation
to meet a rising bar
of expectations

AI - growing resource for smart automation





How do I know if AI is right for my business?

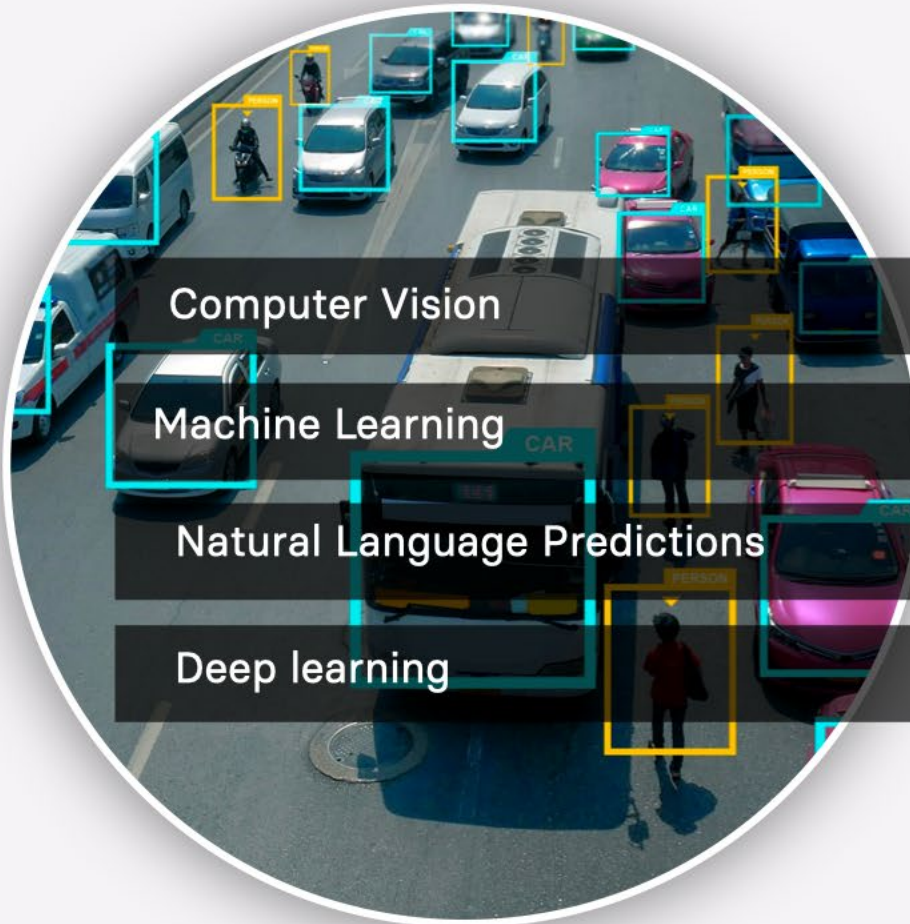


Explore the AI landscape



Engage your organisation

How do I know if AI is right for my business?



Explore the AI landscape



What is relevant for us?

What data should we work with?

What solutions can we build?

How does our roles change?

Engage your organisation

Choose your approach when taking your first step



Choose your approach when taking your first step

Low-code driven AI?



Development driven AI?

Choose your approach when taking your first step

Low-code driven AI?

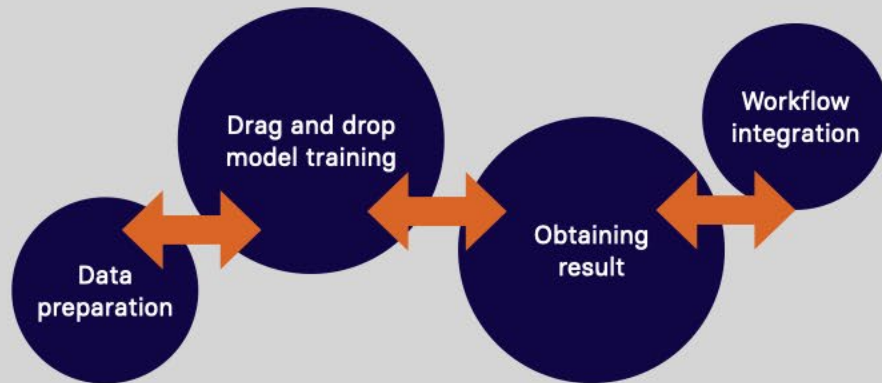


Pros:

- User friendly
- Built for non-coders
- Plug-and-play
- Scalable & fast

Cons:

- No control of roadmap
- Only touches the surface



Development driven AI?

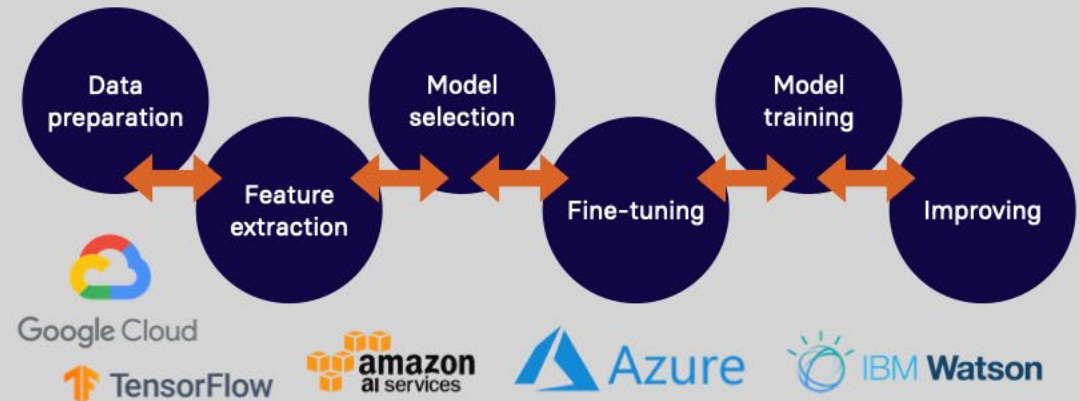


Pros:

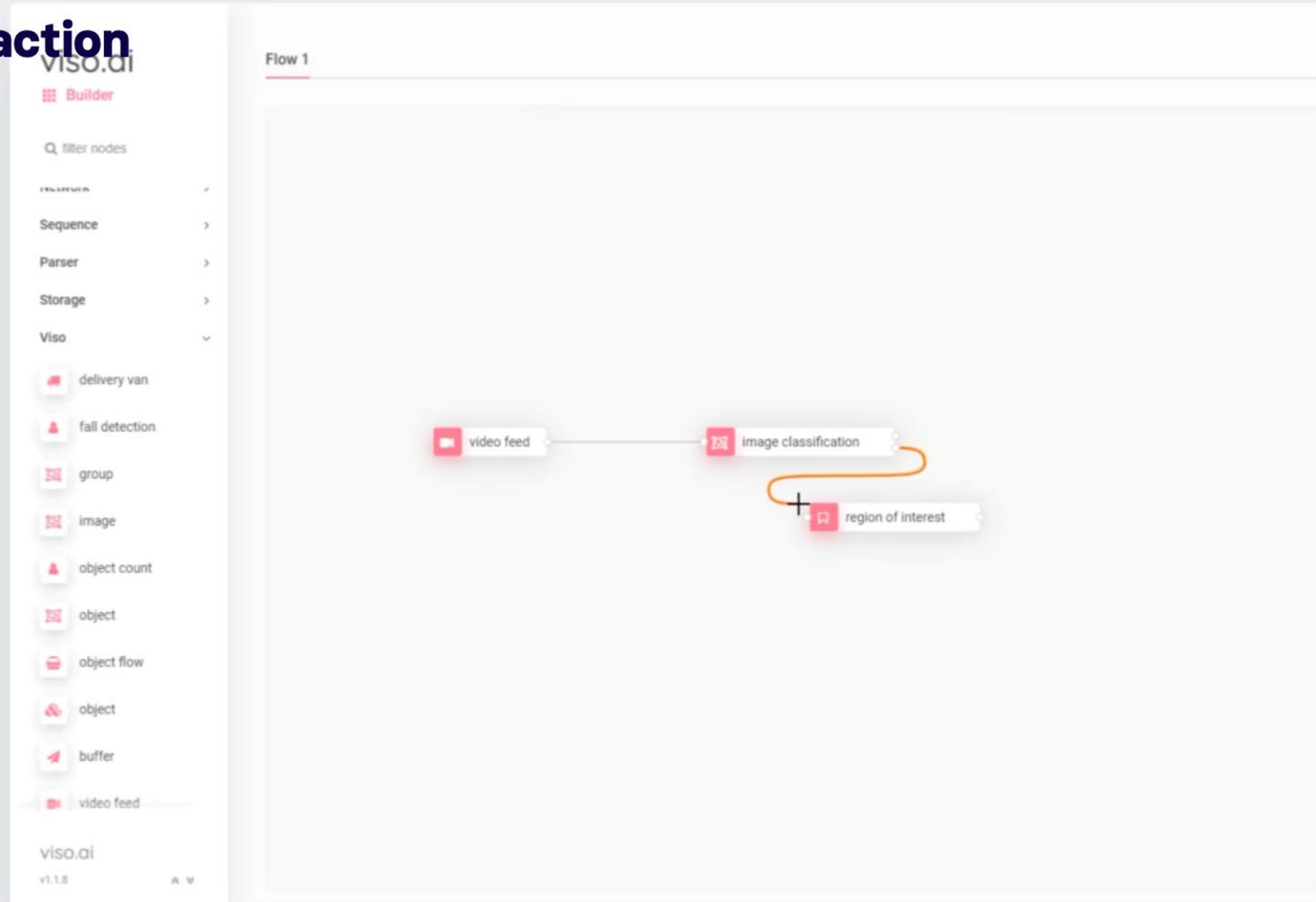
- Tailor made
- Developer friendly
- Train unique models
- Full control

Cons:

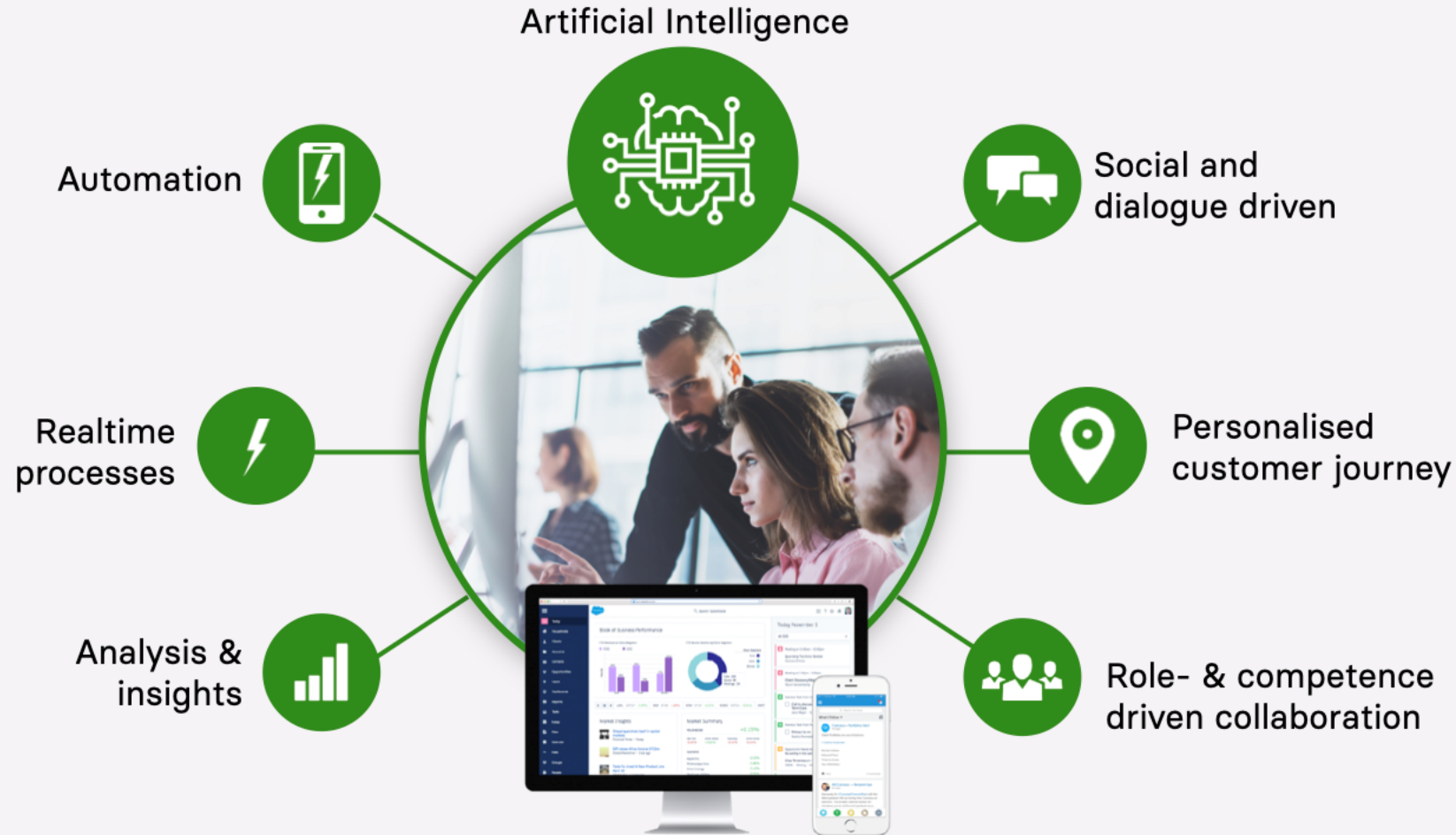
- Steep learning curve
- Development dependent
- Explorative



Low code AI in action



Smart automation focus on strengthening the collaboration human/AI



Acting together as one team

Start exploring AI by using smart automation

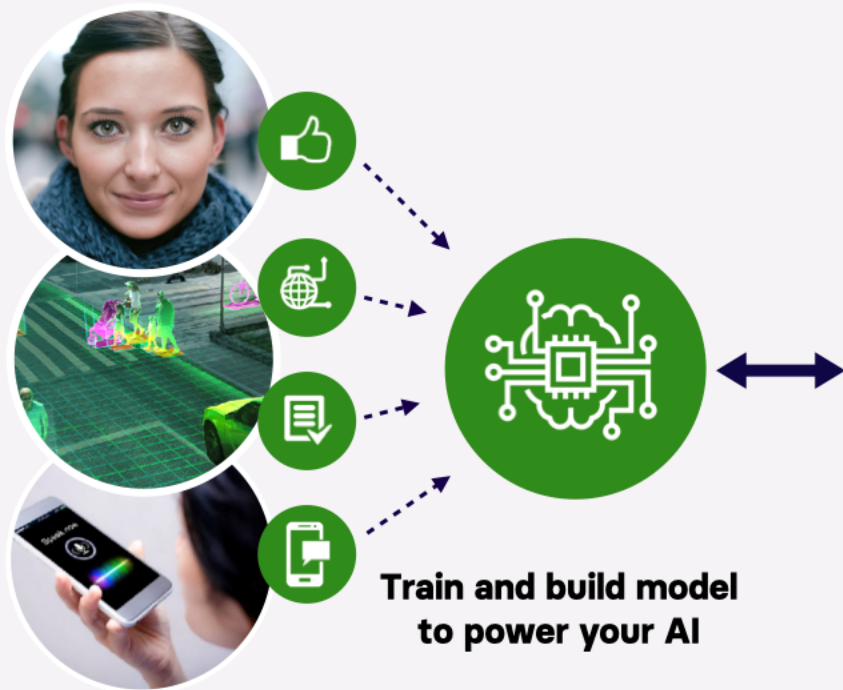
Start exploring AI by using smart automation

Train your AI with data

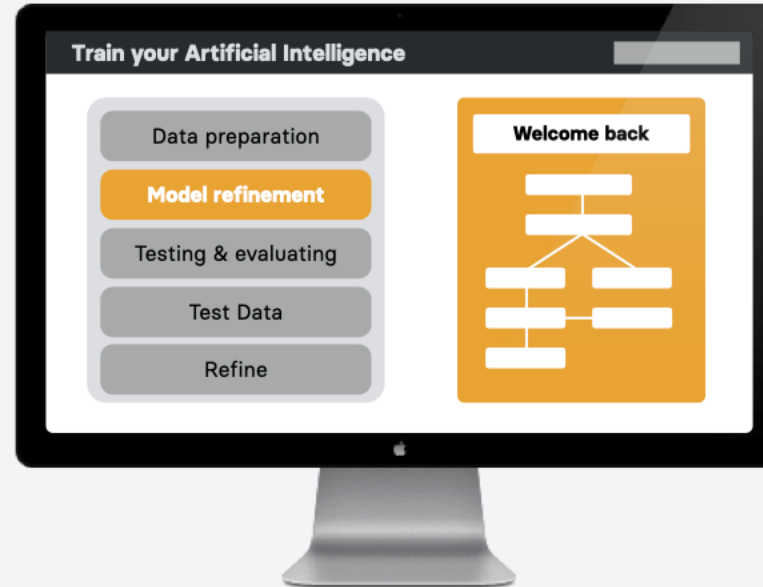


Start exploring AI by using smart automation

Train your AI with data

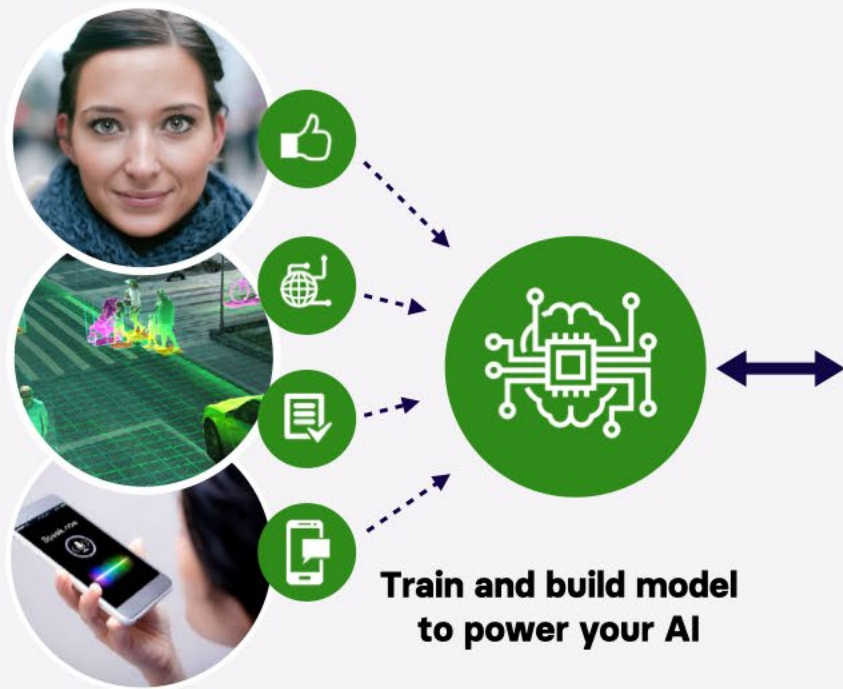


Launch and learn by using your models in AI smart automations

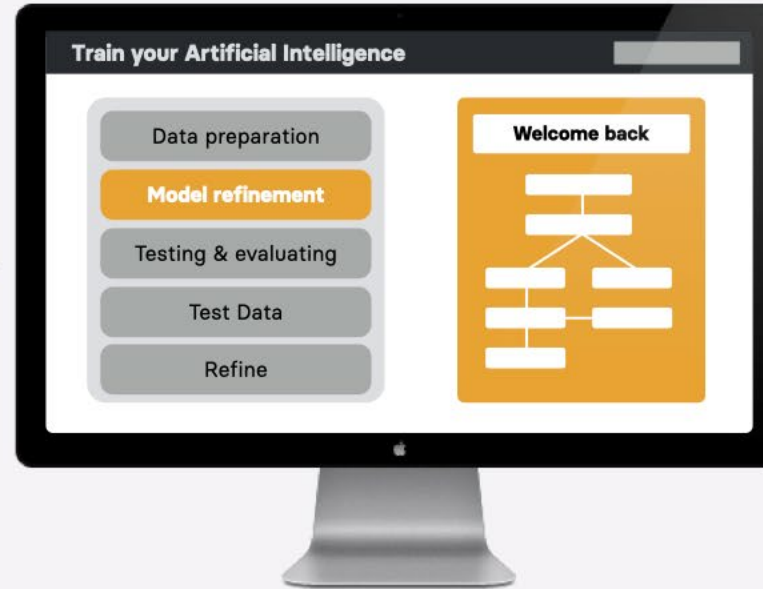


Start exploring AI by using smart automation

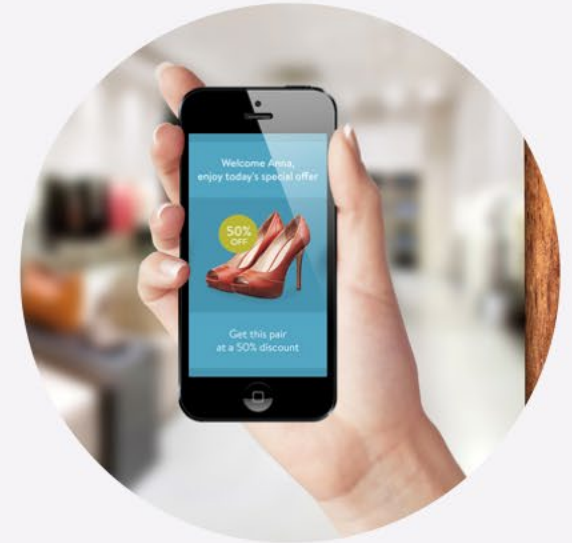
Train your AI with data



Launch and learn by using your models in AI smart automations



Build new insight based on new user experiences



Dialogues driven commerce using chatbots

Can I book a room tonight?

Hi James. We have a room available tonight- room rate \$219+tax.

HYATT



Hyatt Regency Hotel
San Francisco

AI-driven smart capabilities



Predict customer value based on realtime behaviour



Analyse, optimise and automate content production



Customer loyalty and leakage



Understand customers emotional status



Automised customer segmentation



Hyper-personalised content offering



Visual understanding - identify and structure objects & events



Automised lead scoring



Enrich contact properties in CRM system



Customer support & chatrobots



Voice driven e-commerce



Conversation Rate Optimisation



Product recommendations



Optimise email sending based on individual behaviour



Optimised 1-to-1 Customer journeys



Optimise campaigns with AI-driven advertisement

How to build deeper relationships using AI

Know me

Coach me

Predict me

How I want it



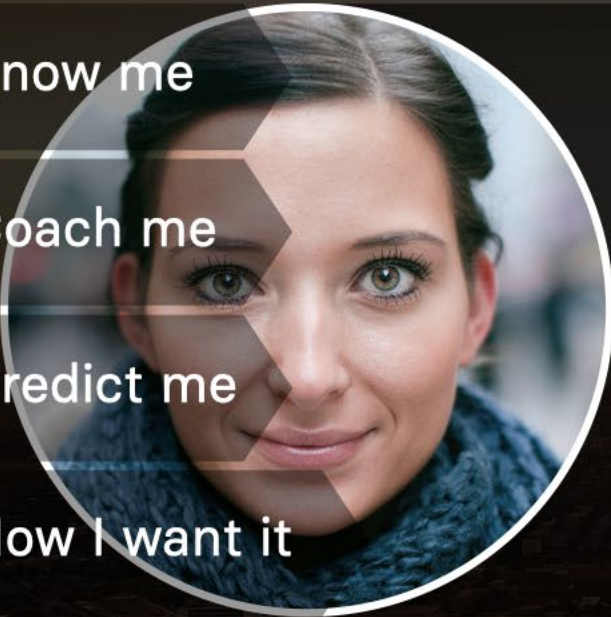
How to build deeper relationships using AI

Know me

Coach me

Predict me

How I want it



How to build deeper relationships using AI



Personal



My profile and data



Realtime



Cloud based

How to build deeper relationships using AI

Know me

Coach me

Predict me

How I want it

Contextual



Omnichannel



Dialog driven



Teams

Personal



My profile and data



Realtime



Cloud based

How to build deeper relationships using AI

Know me

Coach me

Predict me

How I want it

Proactive



Journeys



Processes



Analysis

Contextual



Omnichannel



Dialog driven



Teams

Personal



My profile and data



Realtime



Cloud based

How to build deeper relationships using AI

Know me

Coach me

Predict me

How I want it

Deep learning



Proactive



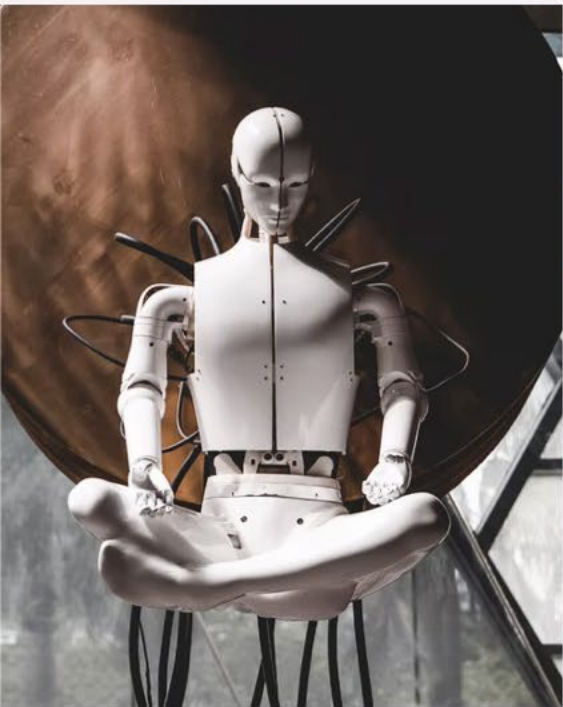
Contextual



Personal



Thank you!



Andreas Markewärn

andreas.markewarn@digjourney.com