

Keynote Presentation | AI / Customer Journey] How to Use AI to Create a Real-Time CDP for Omnichannel Personalisation to Increase Customer Lifetime Value?



THE MARTECH
SUMMIT

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THE MARTECH
SUMMIT

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Customer Data Platform (CDP)

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FB Page Owner of Creative Moonday, “Unlock the inner
creativity”

*What
customers
want*

UNDERSTAND

ENGAGE

PROTECT

SURPRISE

**Emotional
ME & NOW!
...**



**WHAT WE
SERVE...**

The realities are...



What happened in my feed, there are very few of my friends!

Why do I see these often and everywhere? **STOP!**

Right now not later!

Why should I pay for something I don't want?

Do you know...

86%

Of customers say an emotional makes them continue doing business with a brand

- *Salesforce Research*

68%

Of consumers say they are willing to pay more for products and services from a brand known to offer good customer service experiences.

- *Hubspot*

63%

Of consumers expect business to know their unique needs and expectations, 76% of B2B buyers expect the same thing.

- *Salesforce Research*

33%

Of marketers are fully satisfied with their ability to create more relevant experiences with customer data

- *Salesforce Research*

71%

Of consumers (age 16-24) believe that quick response from a service team can drastically improve their customer experience

- *Comm100*

83%

Of executives feel that unimproved CX presents them with considerable revenue and market share risks

- *Forbes/Arm Treasure Data*

Let's think
about...

Experience Design ≠
Campaign Design

Seamless Experience

Cookies ≠
Customers

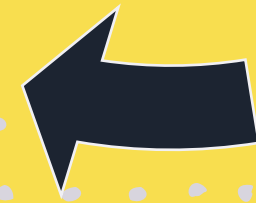
**Cookieless Future &
Data Privacy**

Unification is not
consolidation

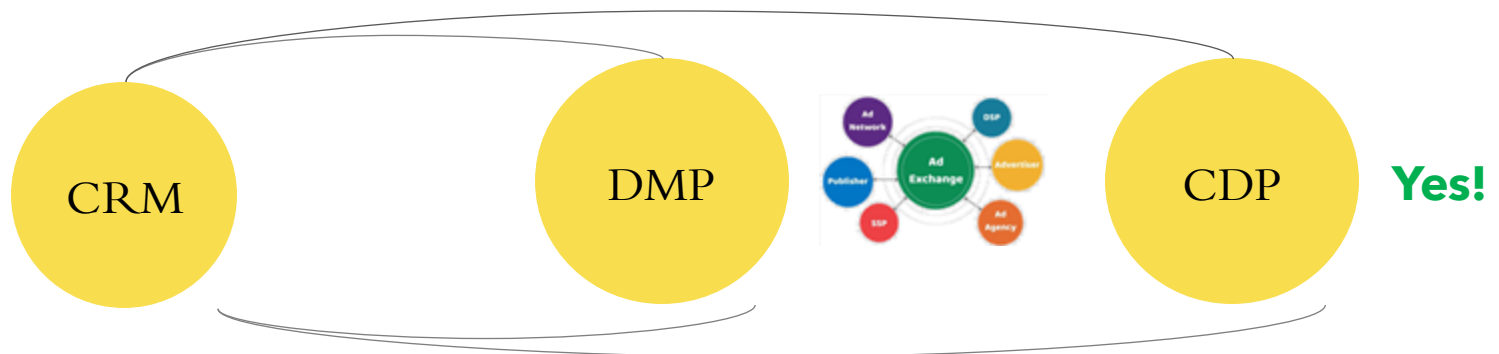
**Personalized &
Contextual**

1st Party Data is your
own asset

**Purposeful Data Collection
& Meaningful Insight**



That's why CDP



Registered
Customer/Prospect/
Member
...
1st Party Data
...
Predefined Data

1990s

For Advertiser
...
Enriched Data Profile
...
Anonymous ID, Non-PII
2nd & 3rd Party Data
...
Cookies, IP Based, ...

2000

Unified ID/
Customer Across Platform
...
PII
...
1st & 2nd & 3rd Party Data
...
Contextual, Real-time

2013



The heart of CDP

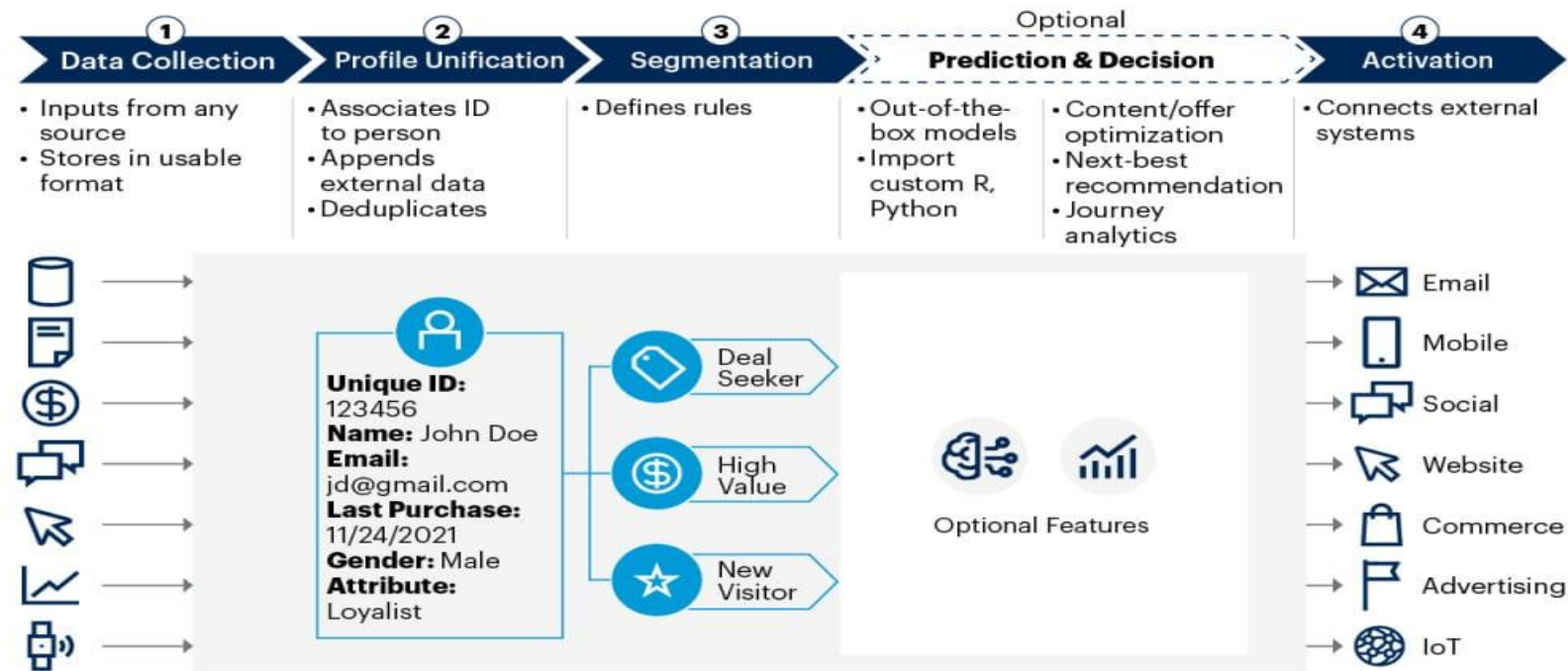
Unification

- ★ Customer Database

Orchestration

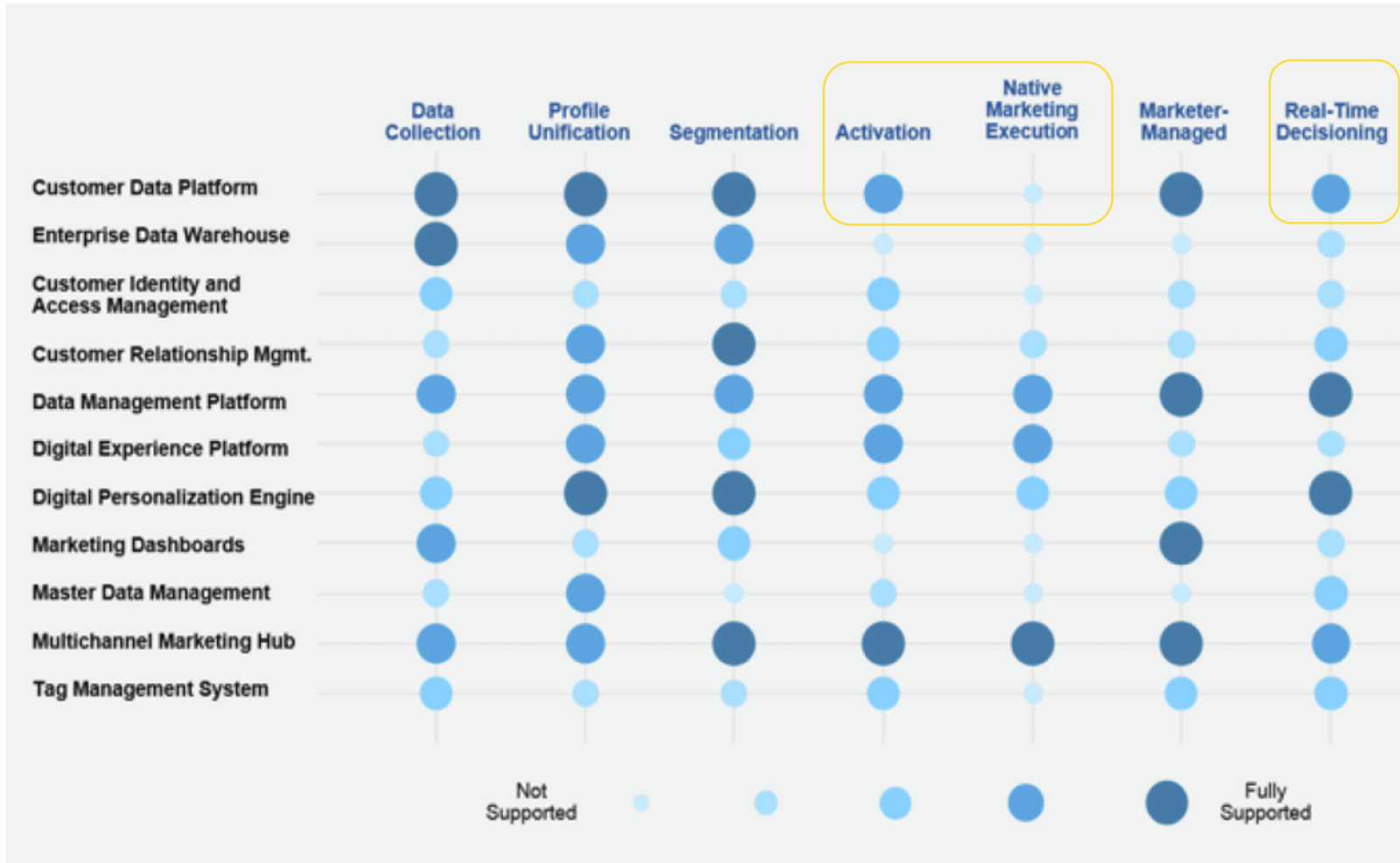
- ★ Customer Experience

Features of Customer Data Platforms



Source: Gartner

CDP Vs. Other Marketing Tools



Able to integrate with Marketing Automation Tools



Market Guide for CDP - Gartner:

<https://www.gartner.com/reviews/market/customer-data-platforms>

Real-time CDP



Real-time Data



Real-time Experience

At the right moment

How AI-enhanced CDP drives exceptional CX

game-changing customer experience

Intelligent Data Ingestion & Unification (Probabilistic Matching)

Personalization & Contextual Marketing

Marketing Self-service

Seamless Cross-channel Activation

Best
Customer

Best
Channel

Best
Context

Best
Offer

Best
Moment

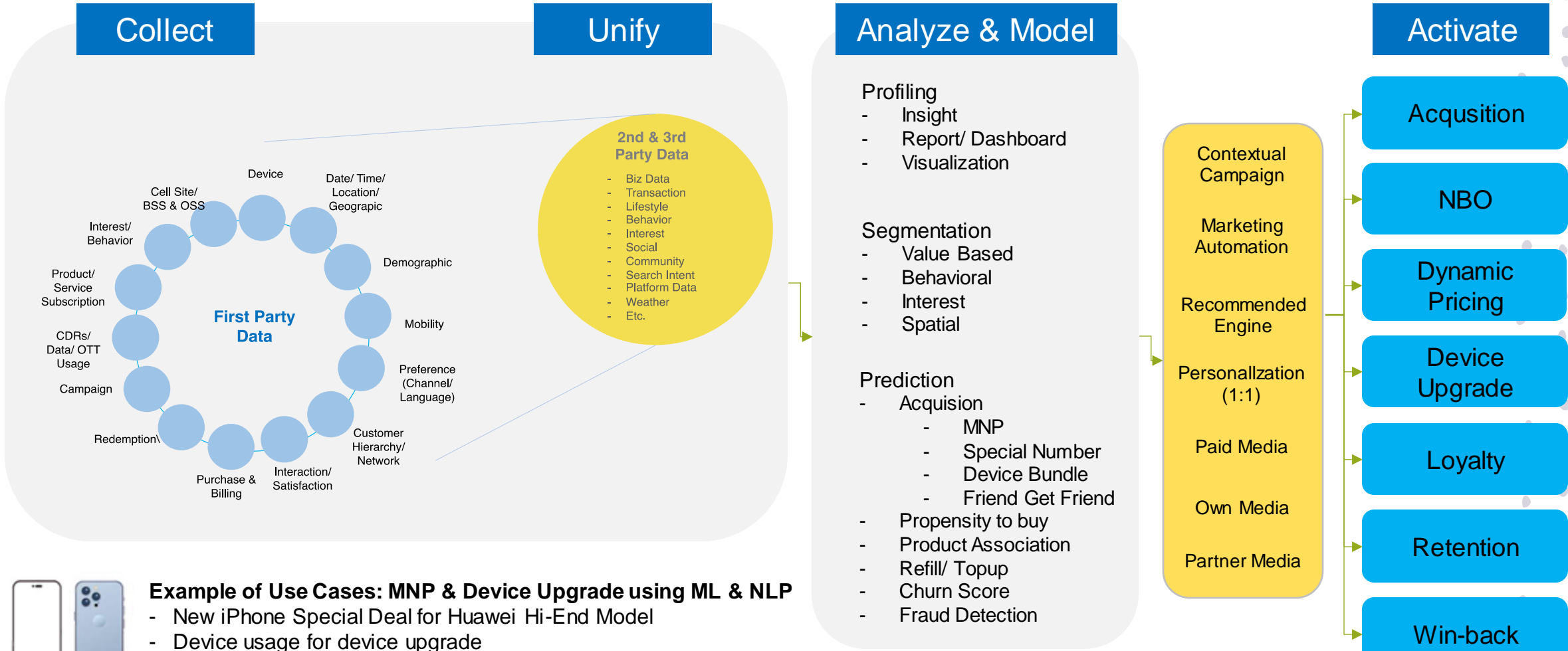
Best
Experience



CDP Use Case for Telecoms:

> 30%
Sales & Conversion /
CLTV Lift

5X
Lower CPA
Paid Media



Example of Use Cases: MNP & Device Upgrade using ML & NLP

- New iPhone Special Deal for Huawei Hi-End Model
- Device usage for device upgrade
- Low-End Model Device for Free or Discounted iPhone

the 5 Biggest Myths of CDP

1. All CDPs are the same

Truth: Just core capabilities are the same

2. CDP, EDW, CRM, DMP, MDM are equal

Truth: CDP is not enterprise-wide identity management platform and not customer engagement tool

3. CDP is only for IT or Marketers

Truth: It's about diversified team started with business objectives & use cases

4. Data can be rapidly scaled

Truth: Depend on data sources and quality for each purpose of use. Not all universes can be linked

5. Building is better than Buying

Truth: Check readiness & experience of IT & Biz teams

CX Maturity Model

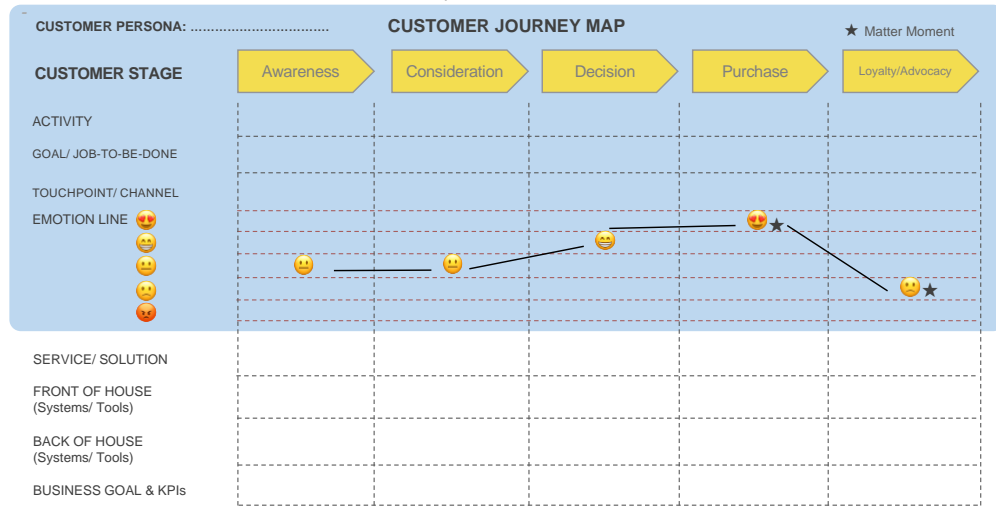
Staying on Top: Head for Higher Levels of Customer Experience Maturity

- **Customers don't forget.** After the recession, those companies that did the right thing are rewarded. Those that kicked customers when they were down suffer.
- **Seek out unhappiness.** Dissatisfied customers that have their problems resolved are more loyal than those that never had a problem.
- **Look outside your industry.** If you've reached the top of your industry, look at others for inspiration. Invite them to share best practices.



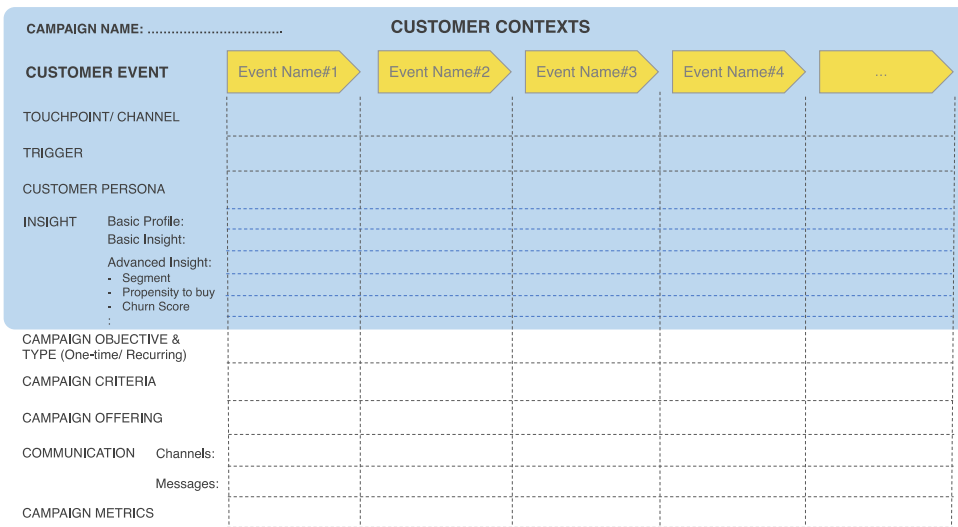
Gartner.

SERVICE DESIGN BLUEPRINT TEMPLATE – Example of emotional line and matter moments



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CONTEXTUAL CAMPAIGN DESIGN TEMPLATE



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Canvas



EverydayMarketing.co
การตลาดวันละตอน



Bonus: Start CDP Start with people & Be humanized...



Q&A Thank you



FB: Creative Moonday



My LinkedIn
Account