

Panel Discussion | [Personalisation] How Hyper-Personalisation Could Improve Genuine Customer Engagement and How to Achieve it At Scale?



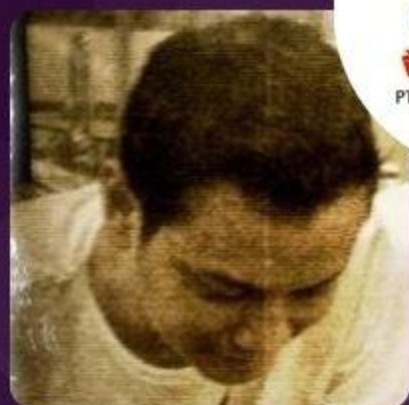
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President Director & Head of
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[Moderator]

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Your understanding on personalisation & digital customer engagement. Why it's important to you?

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What would be the main benefit of deploying hyper personalization to your company / organization?

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1. APP & business metrics to be tracked for hyper personalisation impact

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Do you see any potential legal liability in the hyper personalization in relation to data privacy?

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2. Customer Data privacy in hyper-personalisation

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3. How will generative AI be involved in personalisation & customer engagement?

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Key Takeaways

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Q&A



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