

Fireside Chat | [CRM]

AI-Powered CRM: Revolutionising Customer Engagement and Retention



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Poll Question

In your experience, which specific aspect of the customer journey has benefited the most from AI?

- Initial engagement
- Ongoing communication
- Post-purchase support
- Overall experience personalization

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Question 1

- **How is AI transforming roles in CRM and Marketing Operations?**

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Question 2

- **As AI-powered chatbots become more prevalent in customer interactions, how do you view their impact on personalised customer engagement and retention strategies?**

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Question 3

- **How is the integration of predictive analytics reshaping CRM strategies for identifying high-value customers and delivering more personalised experiences, ultimately maximising Customer Lifetime Value (CLV)?**

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Question 4

- **In the context of AI-driven CRM, how can companies implement robust measures to address ethical concerns, mitigate potential biases in AI algorithms, and ensure the highest standards of customer data privacy, fostering fair, transparent, and secure customer interactions?**

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Key Takeaways