



Fireside Chat | **[AI + CX]** Revolutionising CX with Cutting-Edge Technologies & Hyper-Personalisation

DIAGEO



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slido



Who here is petrified of AI?

ⓘ Start presenting to display the poll results on this slide.



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Question 1

What are the challenges in meeting marketing and technology trends in big CPG businesses?



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Question 2

Where do you feel AI will benefit these big businesses the most?



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Question 3

How have you found moving to a start up? And namely Bioniq where you now have a wealth of customer data at your fingertips?



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Question 4

With retail media and data importance growing how have you met this trend?



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Question 5

What more should we be doing to improve personalisation? Given what Bioniq does



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Question 6

There is reputations risk involved, how are you managing this with brands you work with?



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Key Takeaways