



Keynote Presentation | **[Customer Experience]** The Customer Experience Revolution in the AI Era



braze

CONAN BUDIMAN

Country Lead, Enterprise
Braze

braze

The Customer Experience Revolution in the AI Era

Conan Budiman

COUNTRY LEAD ENTERPRISE



We help marketers reach every customer with the right message at the right time on the right channel

2011
year founded

10+
Global offices

1600+
employees

2044
customers*

6.2B
monthly active users*

~2.6T
messages sent in 2023

Who We Serve





AI is the focus now

DIGIDAY

Marketing Briefing: Coca-Cola's senior director of generative AI Pratik Thakar on why the brand believes 'AI is making everyone an artist'



The Power of Generative AI in the Buyer's Journey
How Marketers Are Elevating CX

Artificial Intelligence in Indonesia: The current state and its opportunities

Most of the breakthroughs in artificial intelligence (AI) development are happening elsewhere, but Indonesia is not lagging behind. With a young, tech-savvy population and favorable macroeconomic trends, Indonesian companies are beginning to adopt and advance on AI's vast opportunities. Local and international investors are also eyeing AI's potential for Southeast Asia's largest economy.

The Indonesia National AI Strategy ([Stranas KA](#)) 2020-2045 lays the groundwork for AI growth by promoting collaboration among the government, industry, academia, and the community. To facilitate coordination between the public and private sectors, an AI Innovation center called Pusat Inovasi Kecerdasan Artifisial (PIKA) has been established, and at the forefront of implementation is the "Collaboration to accelerate Indonesian Artificial Intelligence innovation" (KORIKA), a collaborative effort led by the Artificial Intelligence Industry Research and Innovation Collaboration. Indonesia anticipates that AI will make a significant contribution of [US\\$366 billion](#) to its economy in the next decade.

Riset Microsoft: 92% Pekerja Indonesia Manfaatkan AI, Lebih Banyak dari Global

 Rika Anggraeni  Rabu, 12 Juni 2024 | 07:25 WIB



Something to think about ...

Are you using AI in your marketing programs now?

What's your strategy with AI?

Focus your AI efforts
for meaningful experiences

01

AI FOR
RELEVANCE



02

AI FOR
EFFECTIVENESS



03

AI FOR
CREATIVITY





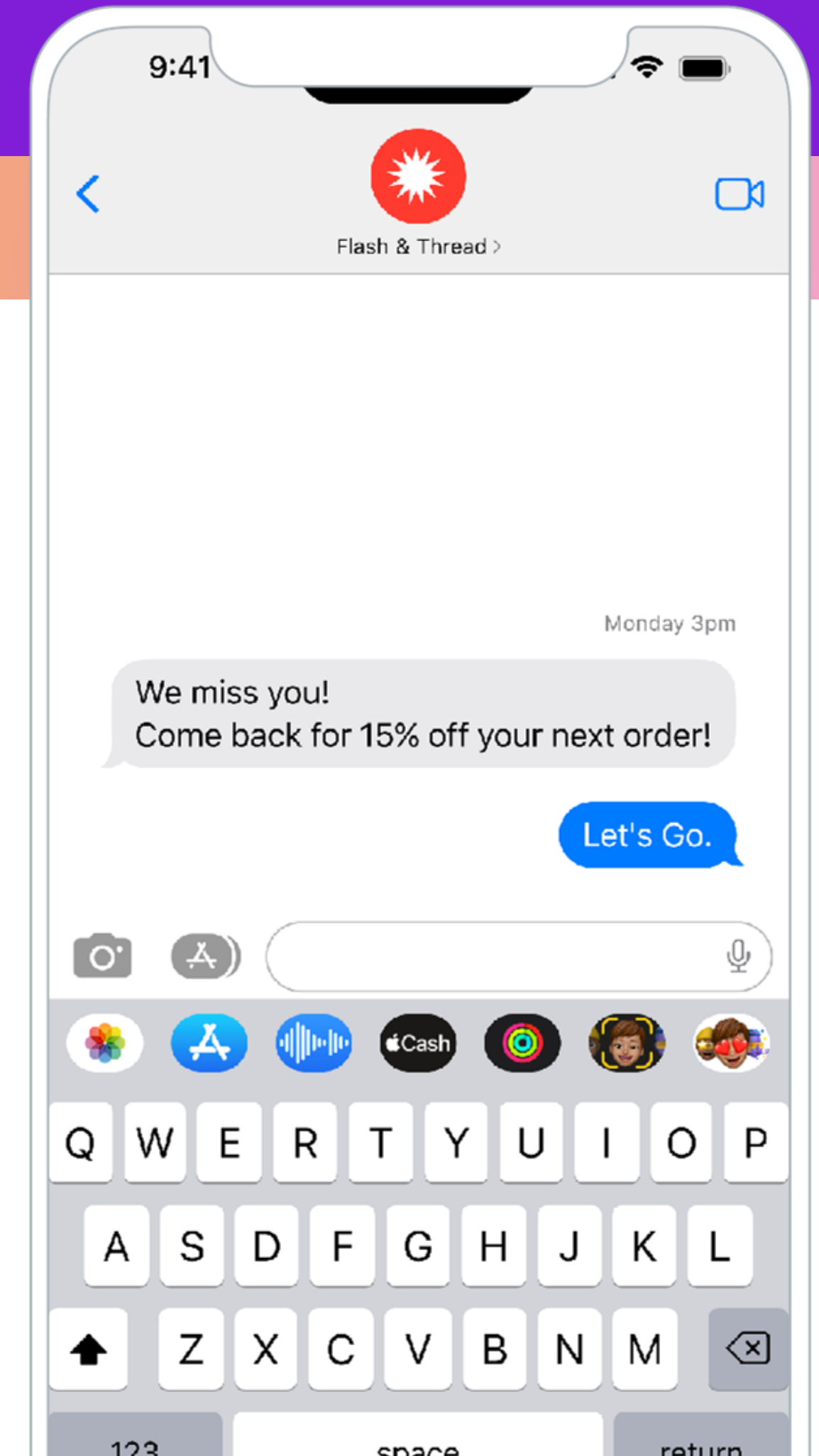
AI for Relevance

Beyond **personalisation** - delivering on **context**
in the moment

Supercharge relevance

Make experiences feel personal on every channel by tailoring content to each customer on their unique preferences, attributes, and behaviors

Increase Loyalty • Reduce Churn • Grow Revenue • Expand Lifetime Value



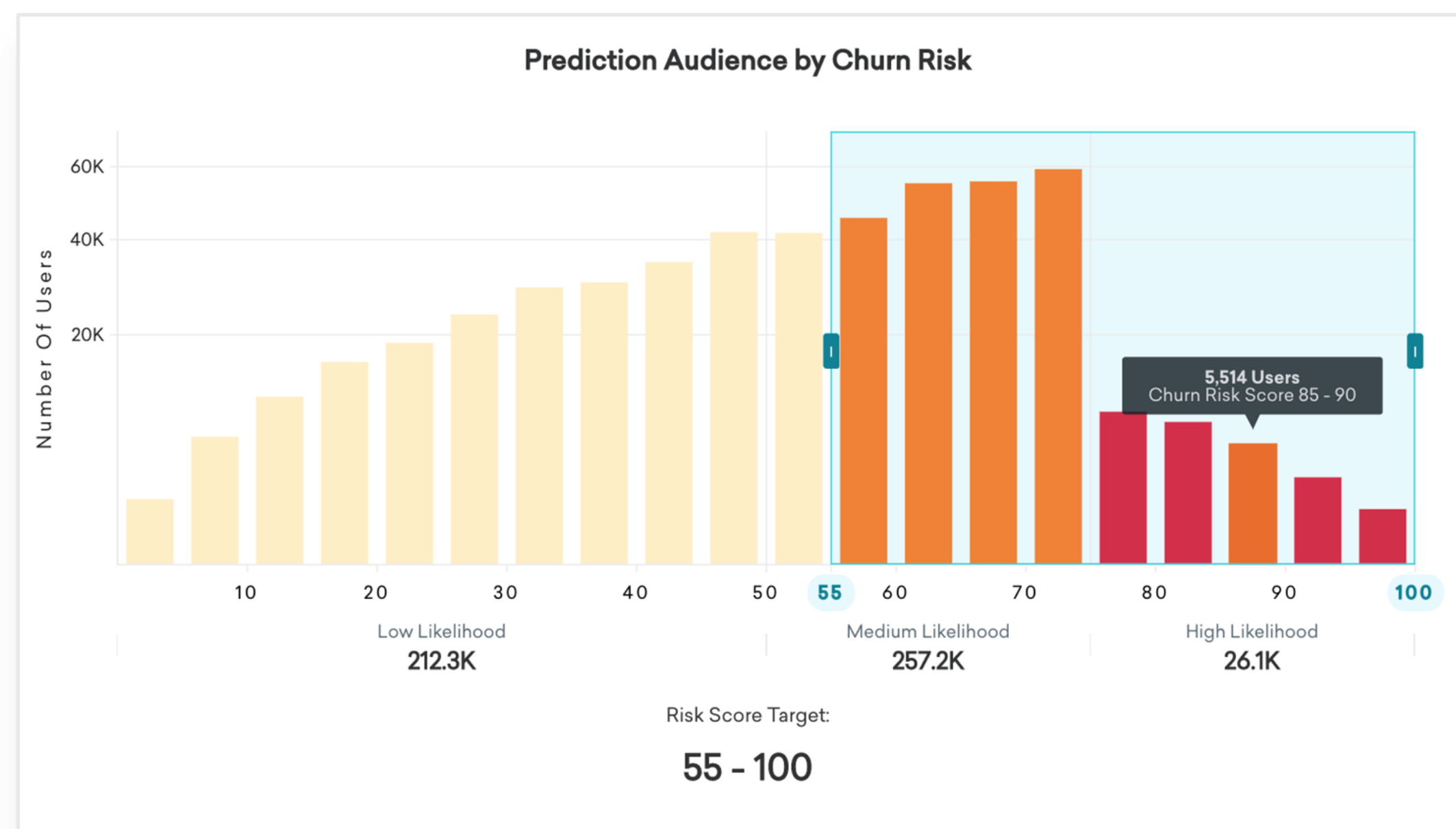


Situation:

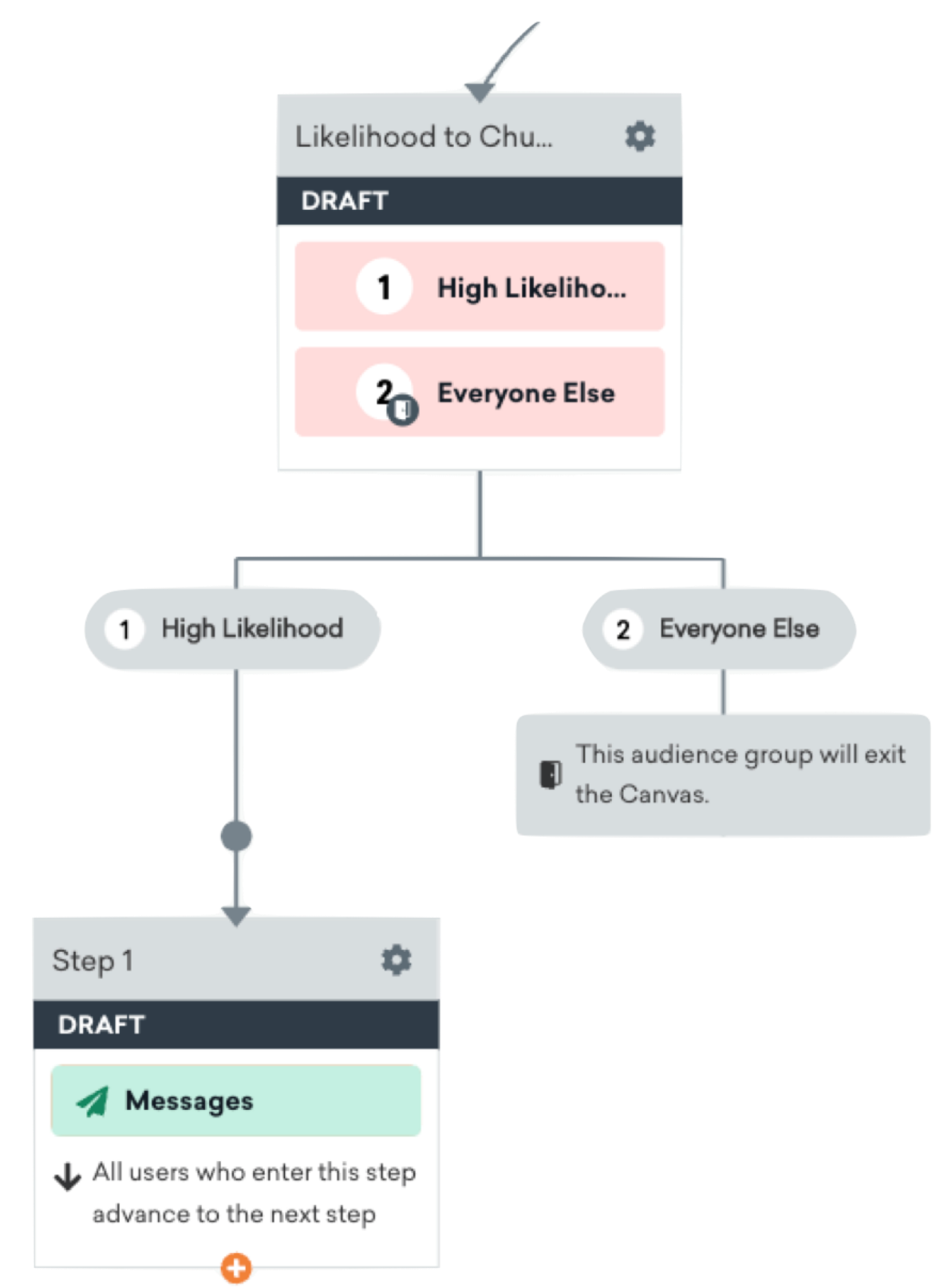
A subscription-based streaming company needs to reduce monthly churn.

They want to target at-risk subscribers with personalized interventions.

Step 1: Segment customers by their predicted churn risk



Step 2: Personalize messages by churn risk





Step 3: Send at the right time on the most engaging channel for each customer

The screenshot shows a 'Set up Messages' interface. On the left is a 'Step' sidebar with 'DRAFT', 'Messages', 'Intelligent Timing: ON', and 'Done'. The main area is titled 'Set up Messages' and has two tabs: 'Messaging Channels' and 'Delivery Settings'. Under 'Delivery Settings', there is a 'Delivery Schedule' section with the instruction 'Deliver this message at the optimal time.' A checkbox 'Using Intelligent Timing' is checked. Below it, a dropdown menu shows '05:00 pm'. At the bottom, a bar chart titled 'Show Times Calculated With:' compares 'Engagement Data (34%)' and 'Most Popular App Time (66%)'. The chart shows the estimated number of users over a 24-hour period.

Time of Day (in Users' Local Times)	Engagement Data (34%)	Most Popular App Time (66%)
2 Dec	5	5
3am	10	10
6am	15	15
9am	25	25
12pm	50	50
3pm	60	60
6pm	40	40
9pm	50	50
3 Dec	5	5

Step 4: Share personalized content at scale

The screenshot shows a mobile app notification for 'MOVIECANON'. It features a video player with the text 'THE FINAL REEL' overlaid on a hand holding a remote control. Below the video, there is a personalized message for 'Charlie' stating: 'Your MovieCanon subscription expires March 11. Renew now to keep watching the world's best collection of films, live sports and more. You won't want to miss what we have coming.' At the bottom, there are two buttons: 'Renew Now' and 'Not Now'.



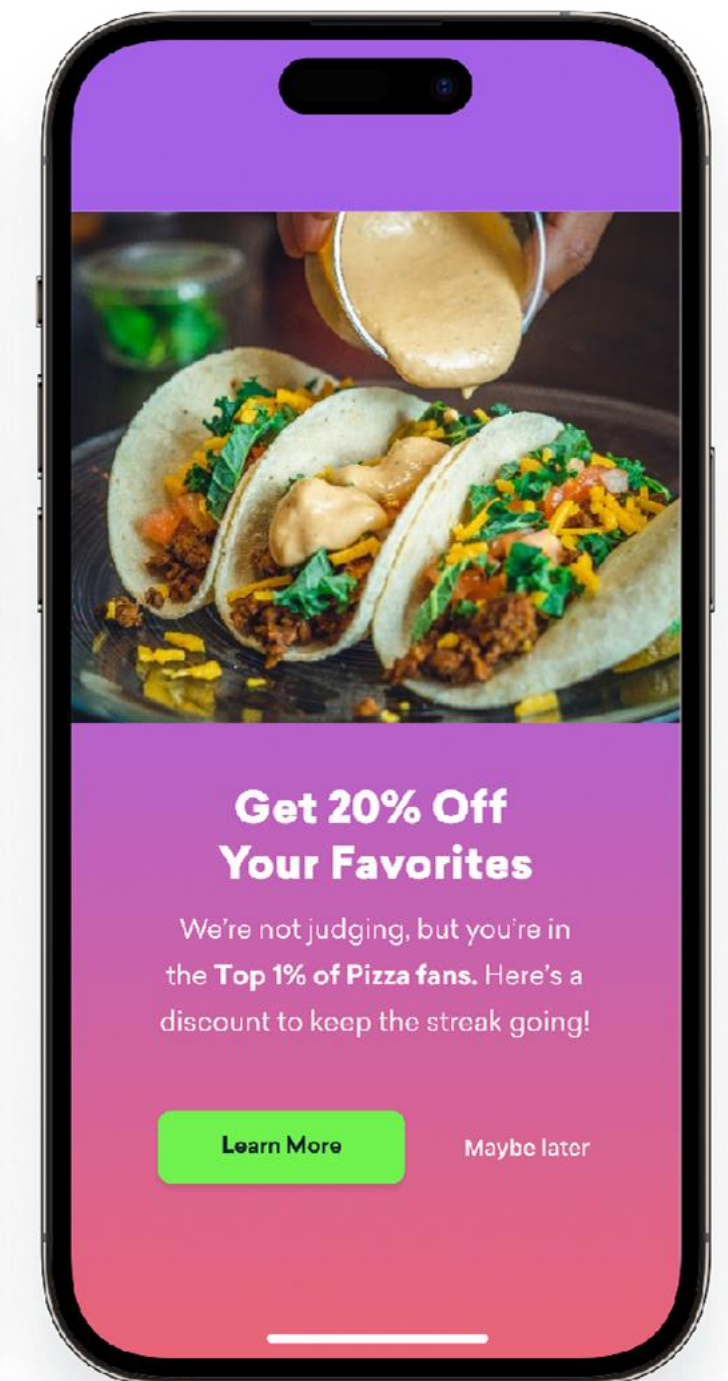
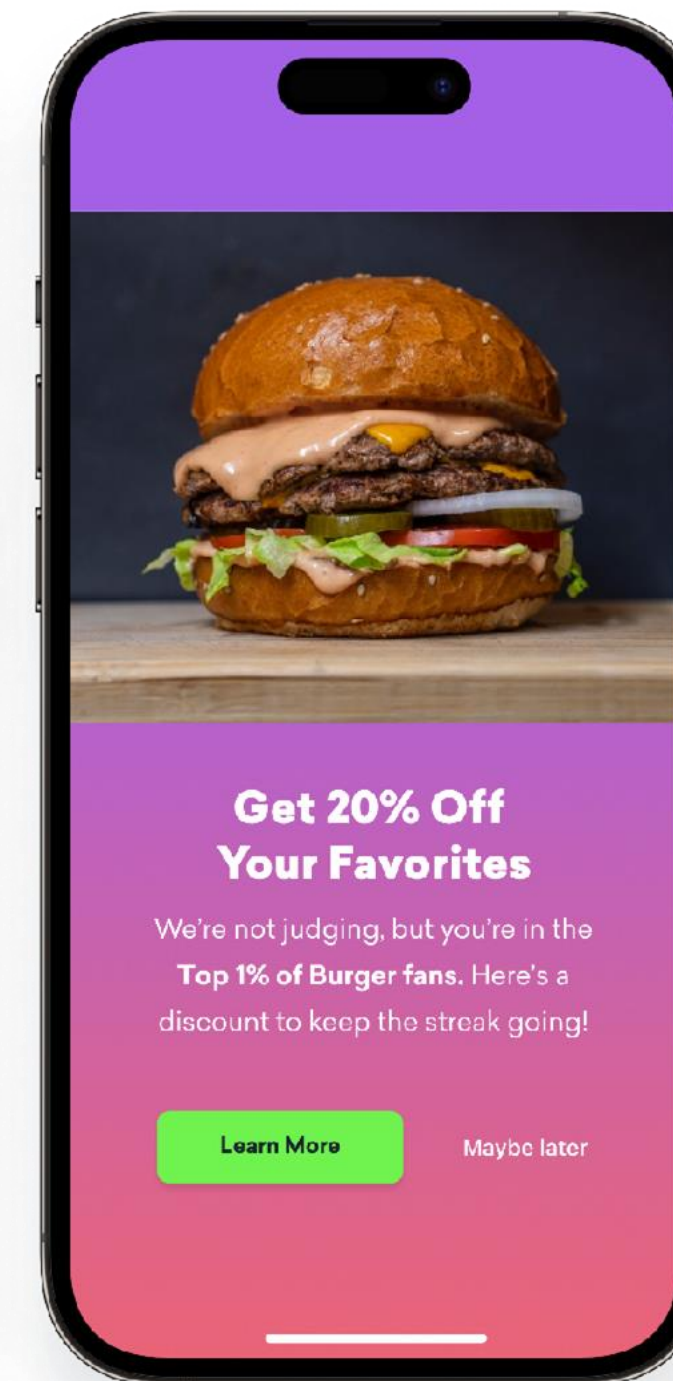
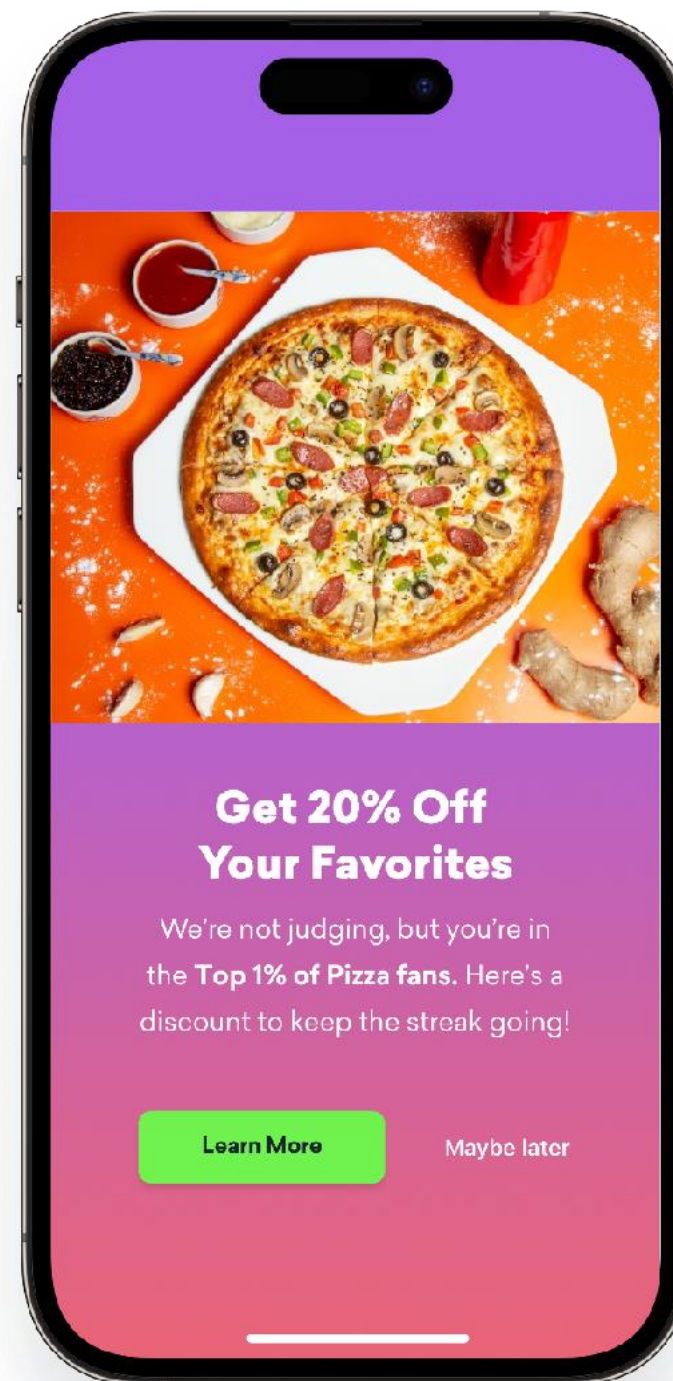
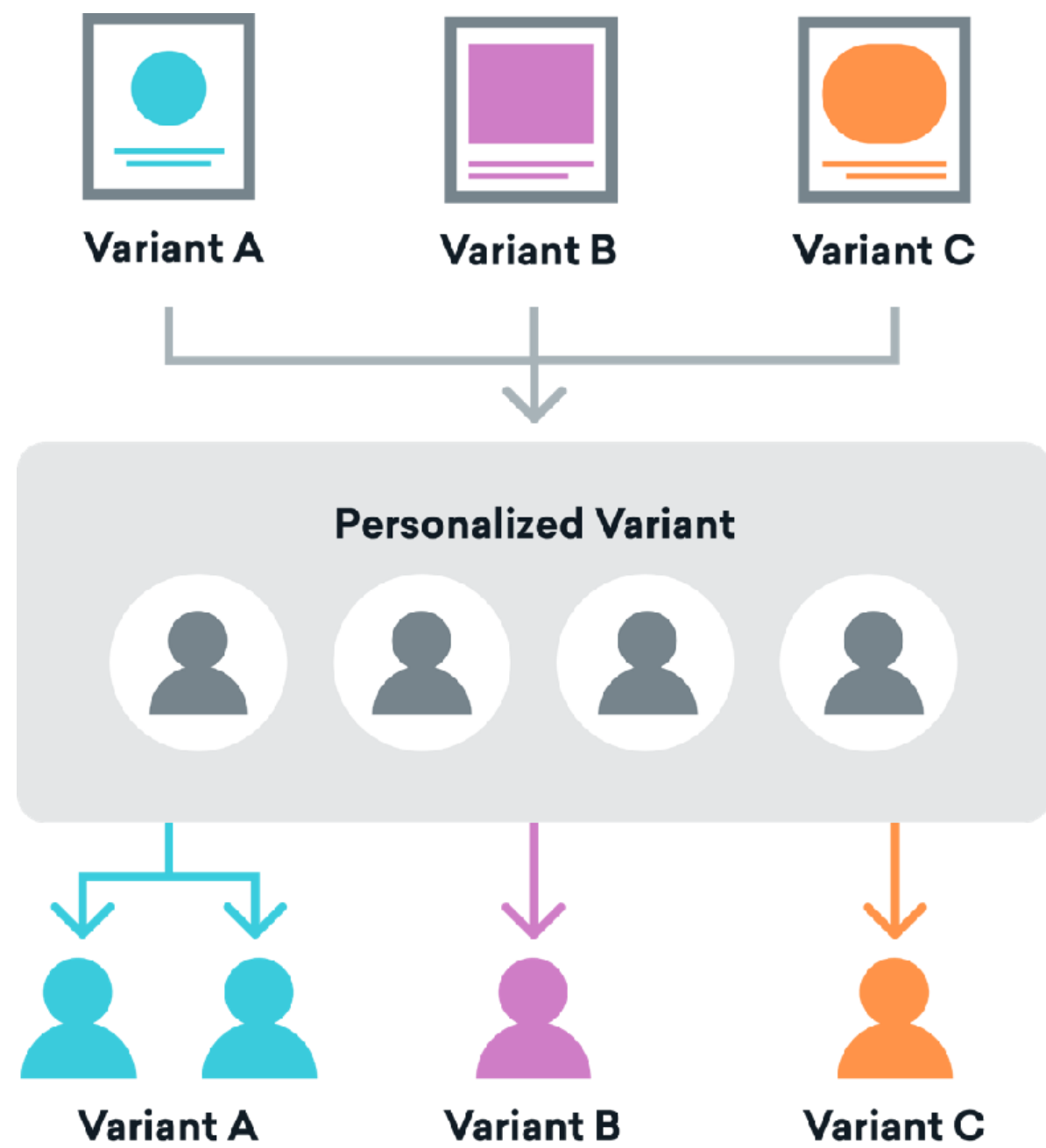
AI for Effectiveness

Test, Learn & Optimise

Achieve better results

Automatically test and optimize any campaign for the best-performing version in just a few clicks

Increase Conversions • Boost Campaign Confidence • Reduce Complexity





Situation:

A banking brand needs to drive more account activations in the next quarter.

They want to test and optimize an onboarding journey for new app users.

Step 1: Test different variants of a welcome message to identify the version that performs best

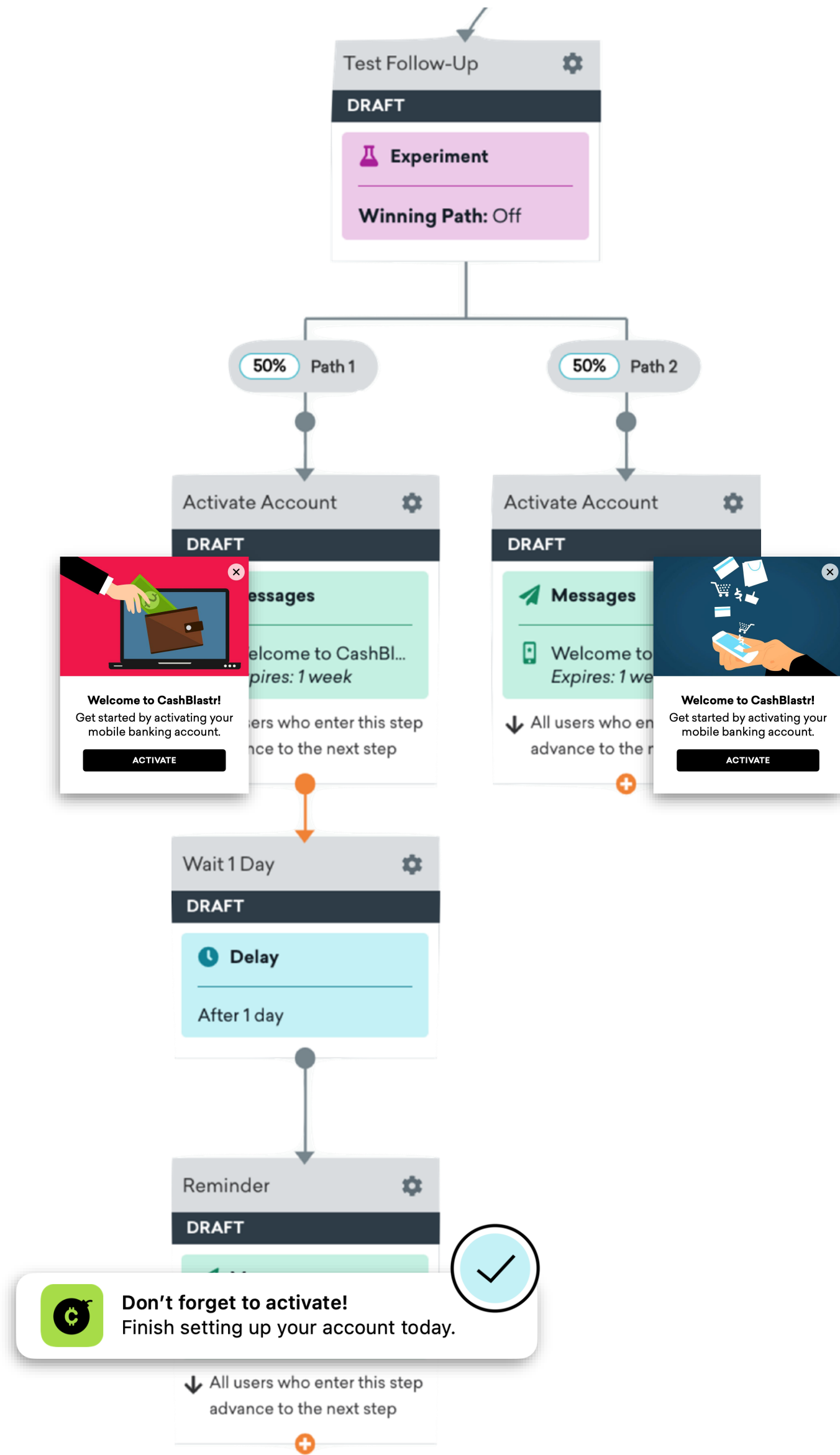
The screenshot shows an 'A/B Testing' configuration panel. At the top, there's a header 'A/B Testing' and a toggle for 'Intelligent Selection' which is currently 'OFF'. Below this, a bar chart shows the distribution of users: 10% for 'CG Control', 20% for 'A Variant 1', 20% for 'B Variant 2', and 50% for 'Winning Variant'. There are checkboxes for 'Control Group' (checked) and 'Distribute Variants Evenly'. Under 'Optimization Options', three boxes are visible: 'No Optimization' (perform a standard A/B test), 'Winning Variant' (run an initial test and then send everyone the best performing variant), and 'Personalized Variant' (run an initial test and then send each user the variant they're most likely to engage with). A callout box for the 'Personalized Variant' states 'Averages 7.5% better open rates! See the difference.'

This variant features a red background with an illustration of a hand in a suit sleeve dropping a green banknote into a brown wallet that is positioned over a laptop screen. A circular icon with a checkmark is in the top right corner. The text below reads: 'Welcome to CashBlastr! Get started by activating your mobile banking account.' with a black 'ACTIVATE' button at the bottom.

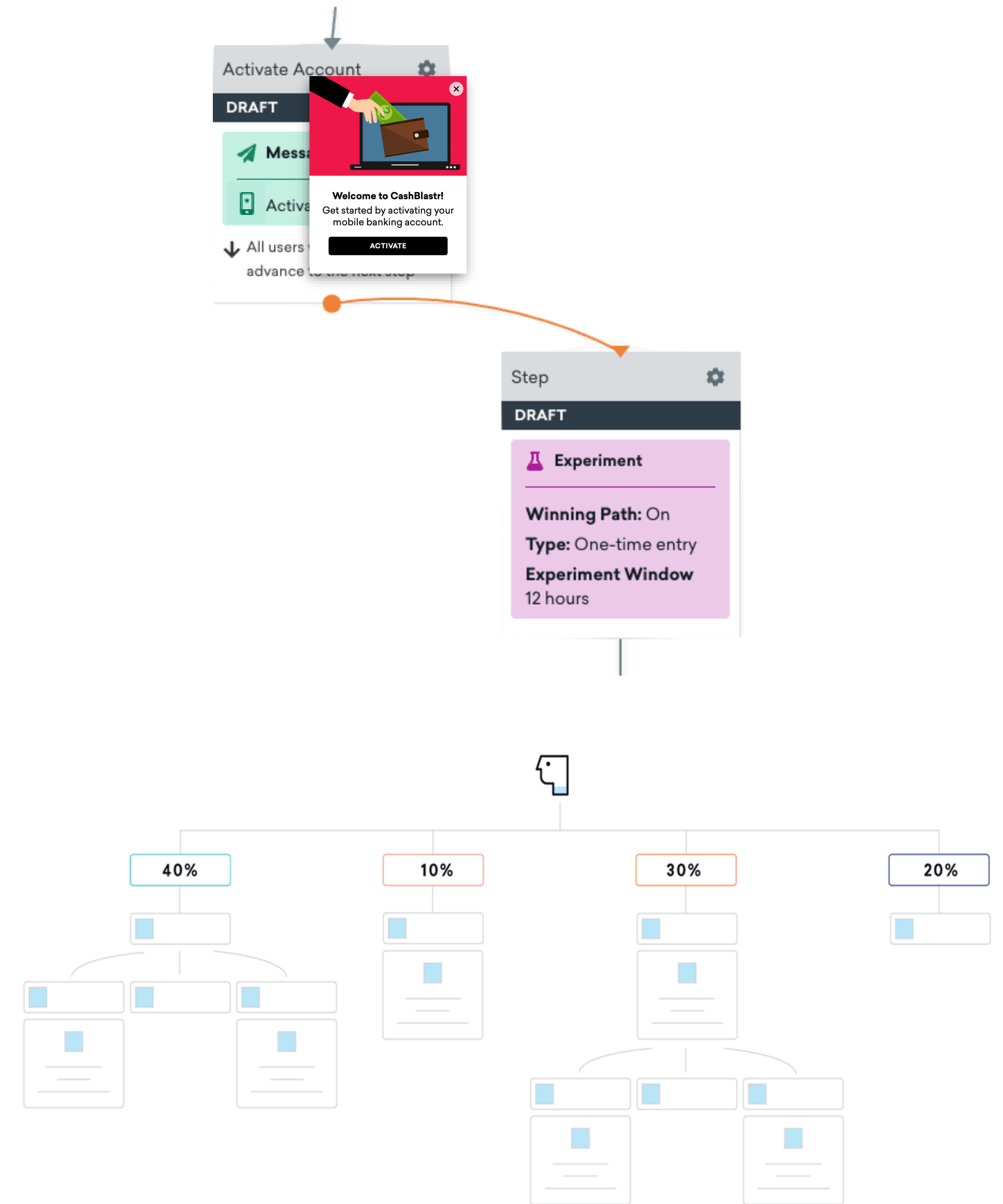
This variant features a dark blue background with an illustration of a hand holding a smartphone, surrounded by icons of a shopping cart, a credit card, and a dollar sign. A close button (X) is in the top right corner. The text below reads: 'Welcome to CashBlastr! Get started by activating your mobile banking account.' with a black 'ACTIVATE' button at the bottom.



Step 2: Now, test the cadence. Does the welcome message perform better on its own or with a follow-up nudge?



Step 3: Then, test and optimize the follow-up nudge





AI for Creativity

Save Time, Focus on the message & heart

Spark your creativity

Spend more time driving strategy by leveraging generative AI to assist with routine copywriting, copyediting, and image creation

Save Time • Reduce Bottlenecks • Introduce New Programs

AI Image Generator

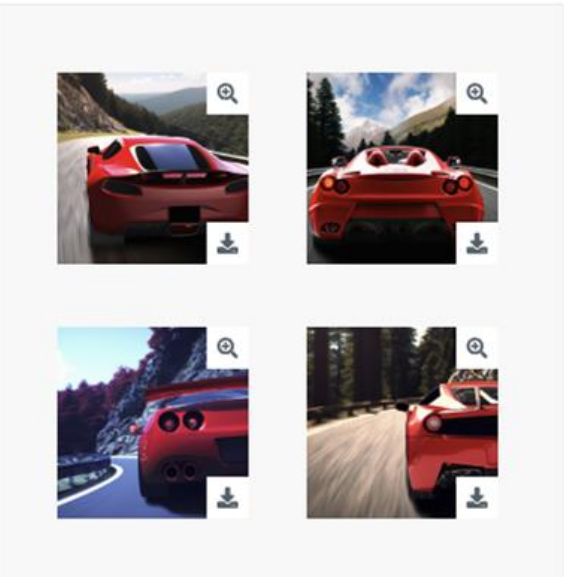
Generate images to save to your Media Library using DALL-E. Each request generates four variations of your prompt, and you can generate ten image sets per day.

Image Description 85 / 300 characters

behind shot of a photorealistic red sports car centered driving down a mountain road

1 Enter a verbal description of the image. The more detail you provide the better.

[Generate Images](#)



Between you and Braze, any images generated using DALL-E 2 are your intellectual property. Braze will not assert any claims of copyright ownership on such images and makes no warranty of any kind with respect to any AI-generated content or images. Powered by Open AI | [Learn More](#)

2 of 10 images used today

Welcome to your AI powered copywriting assistant.

Your input

Simply type or paste in a service or product description.

29 / 300 characters

Big Summer Special on Rentals

Output Language

English

Approximate Output Length

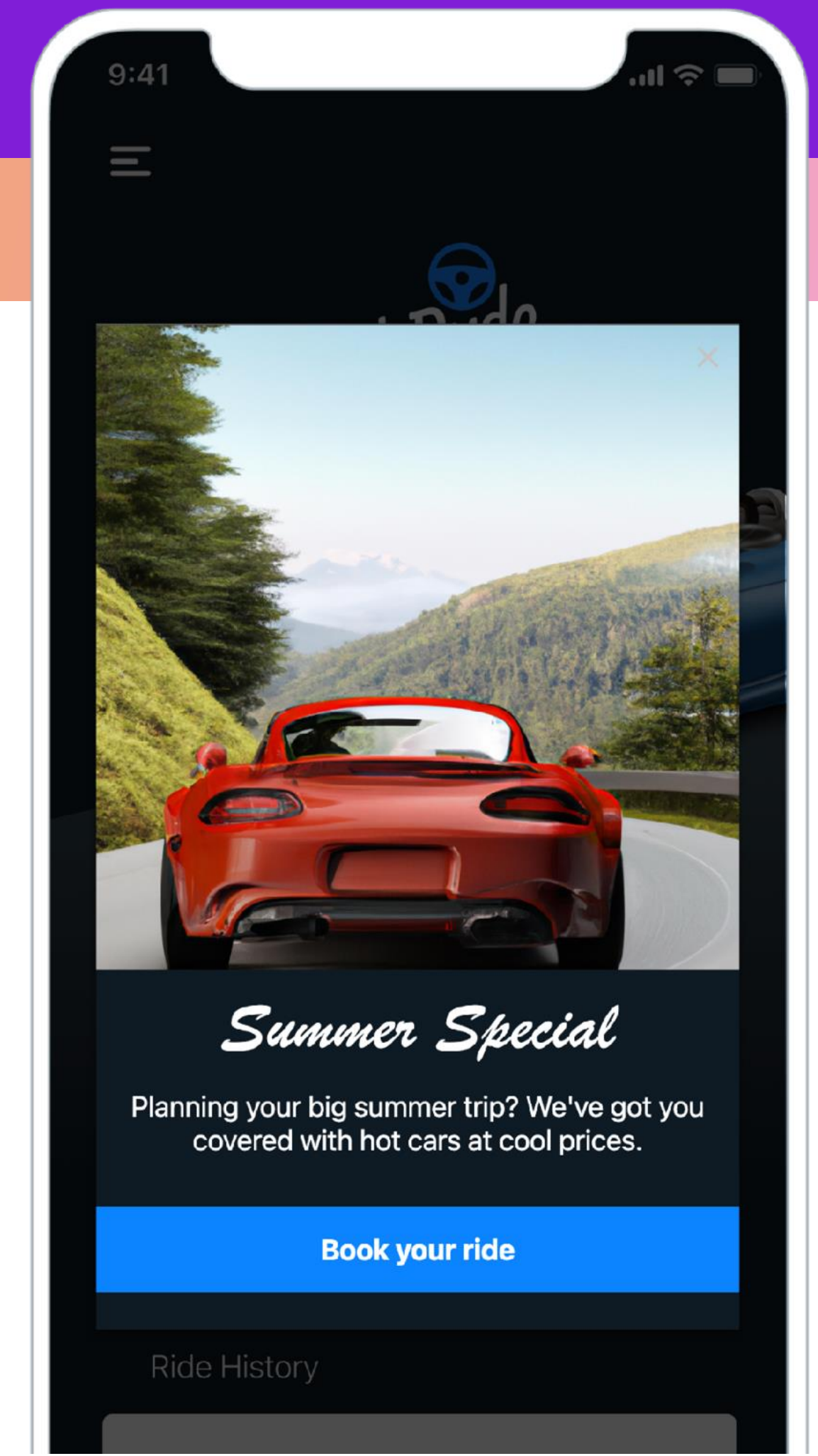
Short (Push, SMS, Subject Line)

[Generate Copy](#)

Your new copy will appear here

Powered by OpenAI | [Docs](#)

✔ Looks good! No issues detected.





Situation:

A digital marketing team at a F&B brand just realized they need to launch a July 4th promotion. They're running low on time and resources.

Step 1: Build the customer journey



Step 2: Set Brand Guidelines on Generative AI

Create brand guidelines

Brand details

* Brand guideline name
Our Brand Voice

When will you use these brand guidelines?
Periodic promotional content to remind users of our unique brand and value proposition
Example: To explain our products and services

* Brand personality
Light-hearted, precise, concise, direct, casual

Describe your brand reputation, personality traits, values, voice, archetype

Exclusions (Optional)
Sarcasm, negative attitudes

Add words or phrases to avoid in generated content

Test your guidelines

Your new copy will appear here

Insert



Step 3a: Generate your copy

Step 3b: Generate a custom image

✔ Looks good! No issues detected.

Welcome to your AI powered copywriting assistant.

Your input

Simply type or paste in a service or product description.

45 / 300 characters

Buy 40% off Chocolate for 4th of July S'mores

Output Language English

Approximate Output Length Medium (In-App Message, Content...)

Generate Copy

Celebrate the 4th of July with delicious S'mores! Get 40% off chocolate this Independence Day! Enjoy the delicious taste of S'mores with family and friends for the perfect summer treat. Don't miss out on this great deal - buy now and save!

Powered by OpenAI | Docs

AI Image Generator

✔ Added image to media library as 75f9f746-f883-4dee-b75e-9602c756679d.png

Generate images to save to your Media Library using DALL-E. Each request generates four variations of your prompt, and you can generate ten image sets per day.

Image Description 42 / 300 characters

Chocolate bar with marshmallows next to it

Enter a verbal description of the image. The more detail you provide the better.

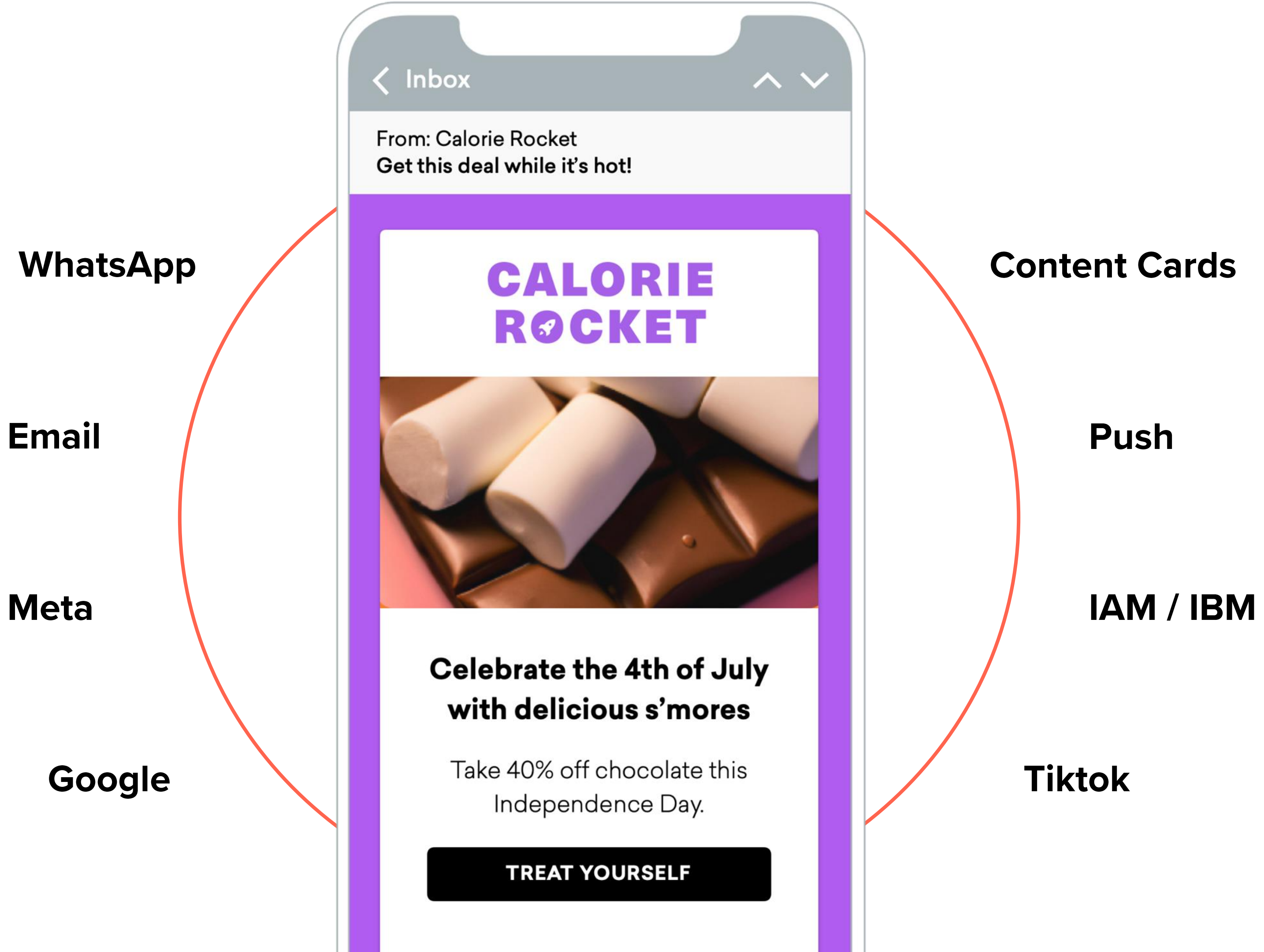
Generate Images

6 of 10 images used today

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Step 4: Send on customers' preferred channels



2024 GLOBAL

Customer Engagement Review

Be Absolutely Engaging.™



Scan To Download



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Thank You

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