



# Fireside Chat | **[CRM]** AI-Powered CRM: Revolutionising Customer Engagement & Retention



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## Question 1

**How do you revolutionise customer engagement and retention with AI?**

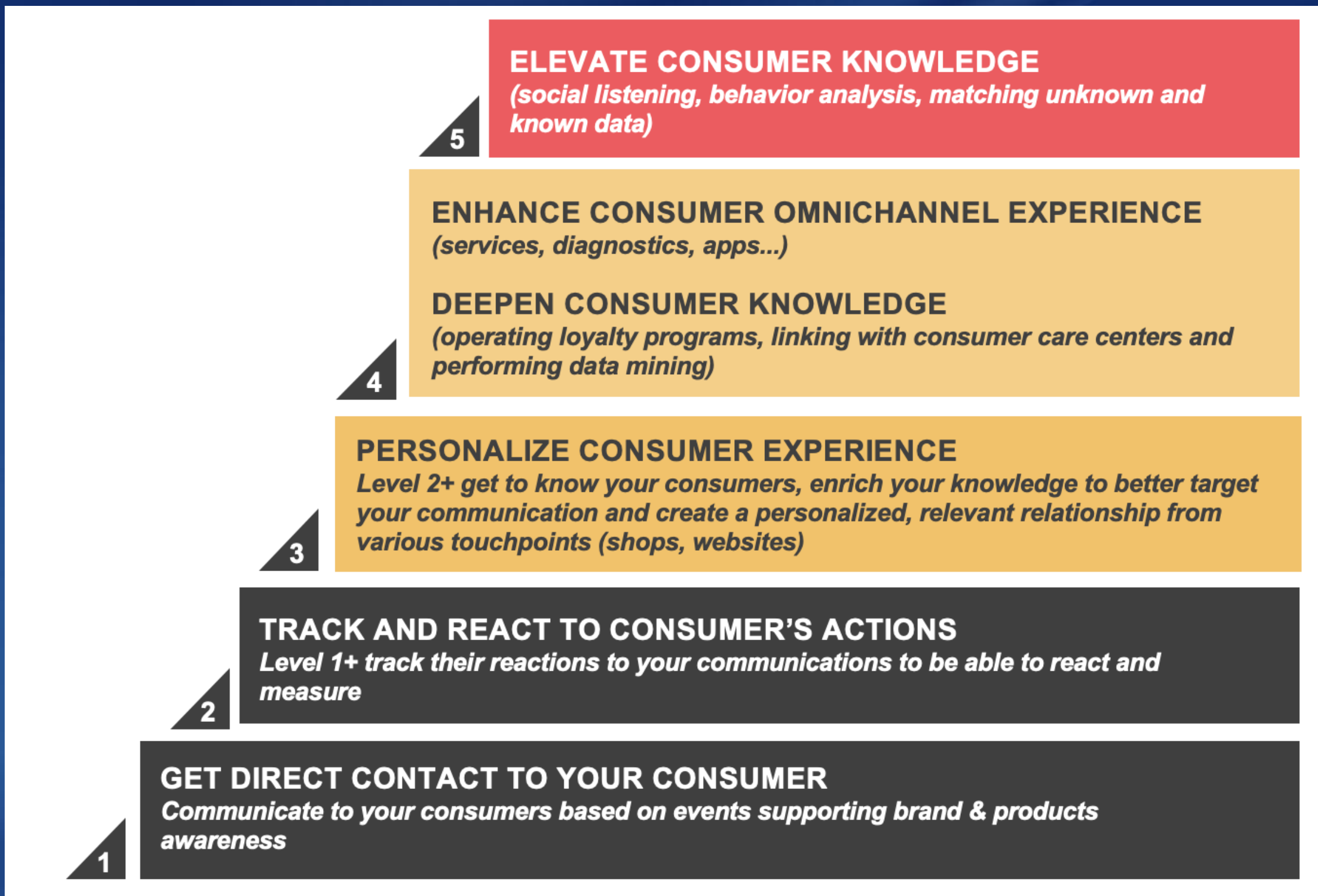
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**Do you know the level of your CRM capability?**



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**What is your level of CRM capability according to the chart?**



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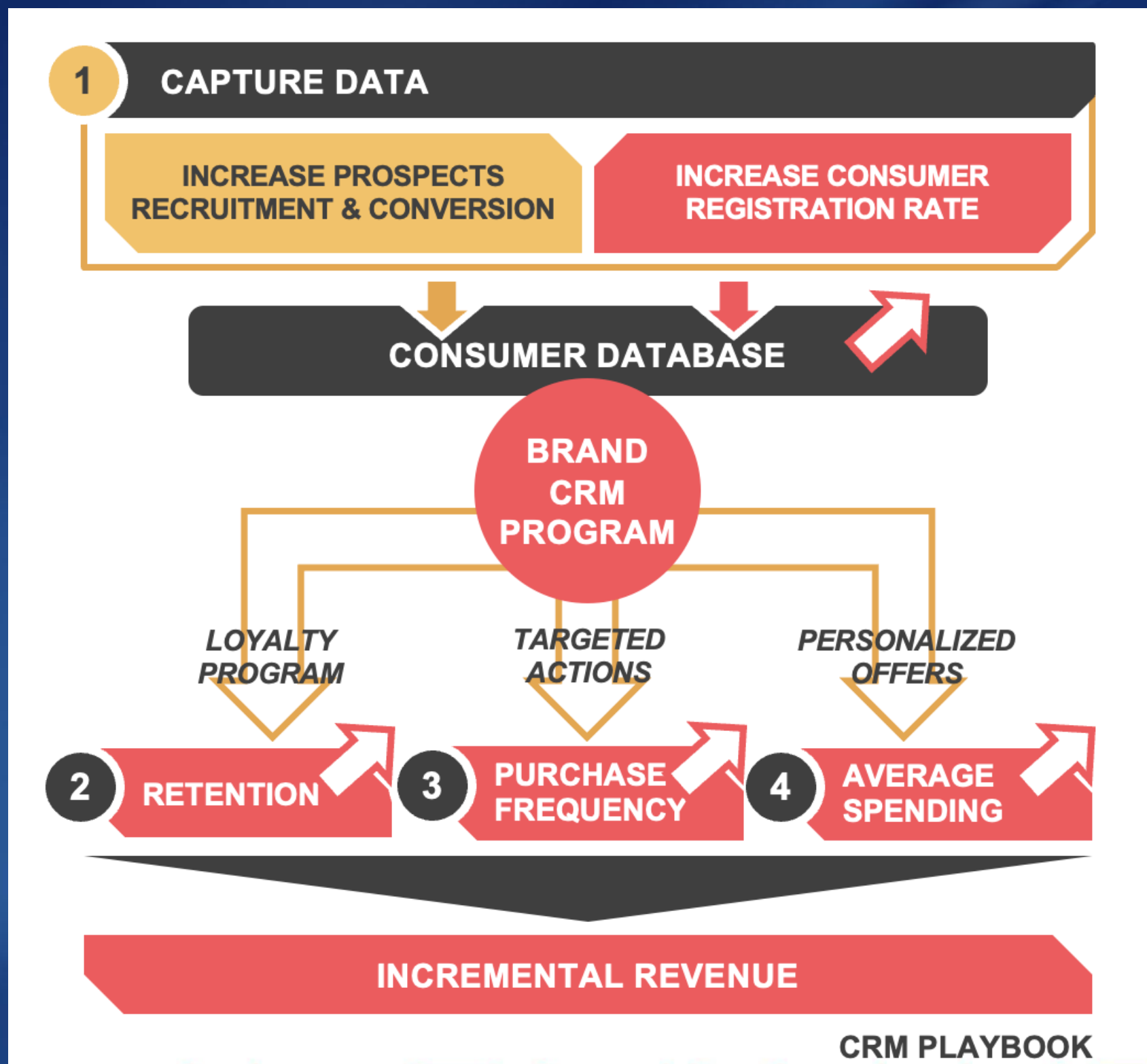
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## Question 2

**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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**Which marketing goal does your machine learning / AI for CRM is playing a role?**

① Start presenting to display the poll results on this slide.





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### Question 3

**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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	<b>Advanced CRM Solutions</b>			
<b>Services</b>	<ul style="list-style-type: none"> <li>Support to deploy (data mg. Local integration, training) and to run to the solution (files loading, change requests)</li> <li>Integration with Loyalty</li> <li>Integration with Customer Care (capacities vary based on advanced solution)</li> <li>Regular updates and improvements</li> </ul>			
<b>Advanced CRM functionalities</b>	<ul style="list-style-type: none"> <li>Data quality rules (eg. correct deduplication)</li> </ul>	<ul style="list-style-type: none"> <li>Data quality rules (eg. correct deduplication)</li> </ul>	<ul style="list-style-type: none"> <li>Default Operational dashboards</li> <li>Main dashboards weekly sent</li> <li>Self-service reports &amp; dashboards</li> <li>Data warehouse</li> </ul>	
<b>Fundamental and basic CRM functionalities</b>	<ul style="list-style-type: none"> <li>Consumer Data Storage</li> <li>Data access and modification</li> <li>Consumer attributes and indicators</li> <li>Consumer segmentation</li> <li>Multi division, <u>mulit</u> brand and multi county</li> <li>Opt-in management</li> <li>Consumers transactions (local integration with web and POS)</li> </ul>	<ul style="list-style-type: none"> <li>Multichannel campaigns</li> <li>Workflows and scheduling (local set-up)</li> <li>Pre-packaged triggers</li> <li>Deliverability</li> <li>Commercial Pressure</li> <li>Segmentation (local set-up)</li> </ul>	<ul style="list-style-type: none"> <li>Operational campaign dashboards to be set-up locally</li> <li>Self-service campaign reports &amp; dashboards</li> </ul>	<b>CRM Lite</b>
	<b>CUSTOMER DATABASE</b>	<b>MARKETING CAMPAIGN</b>	<b>DASHBOARDING REPORTING</b>	



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Q & A