MANILA



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



TINEE CRUZ Senior Sales Director, Philippines DoubleVerify [Moderator]



JOSEPH ALBETTE BUDDAHIM Chief Marketing Officer Primer Group of Companies



Fireside Chat | [CRM] Al-Powered CRM: Revolutionising Customer Engagement and Retention

Question 1

How do you revolutionise customer engagement and retention with AI?





slido



Do you know the level of your CRM capability?





ELEVATE CONSUMER KNOWLEDGE

(social listening, behavior analysis, matching unknown and known data)

ENHANCE CONSUMER OMNICHANNEL EXPERIENCE

(services, diagnostics, apps...)

DEEPEN CONSUMER KNOWLEDGE

4

(operating loyalty programs, linking with consumer care centers and performing data mining)

PERSONALIZE CONSUMER EXPERIENCE



Level 2+ get to know your consumers, enrich your knowledge to better target your communication and create a personalized, relevant relationship from various touchpoints (shops, websites)

TRACK AND REACT TO CONSUMER'S ACTIONS



Level 1+ track their reactions to your communications to be able to react and measure

GET DIRECT CONTACT TO YOUR CONSUMER



Communicate to your consumers based on events supporting brand & products awareness



slido



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

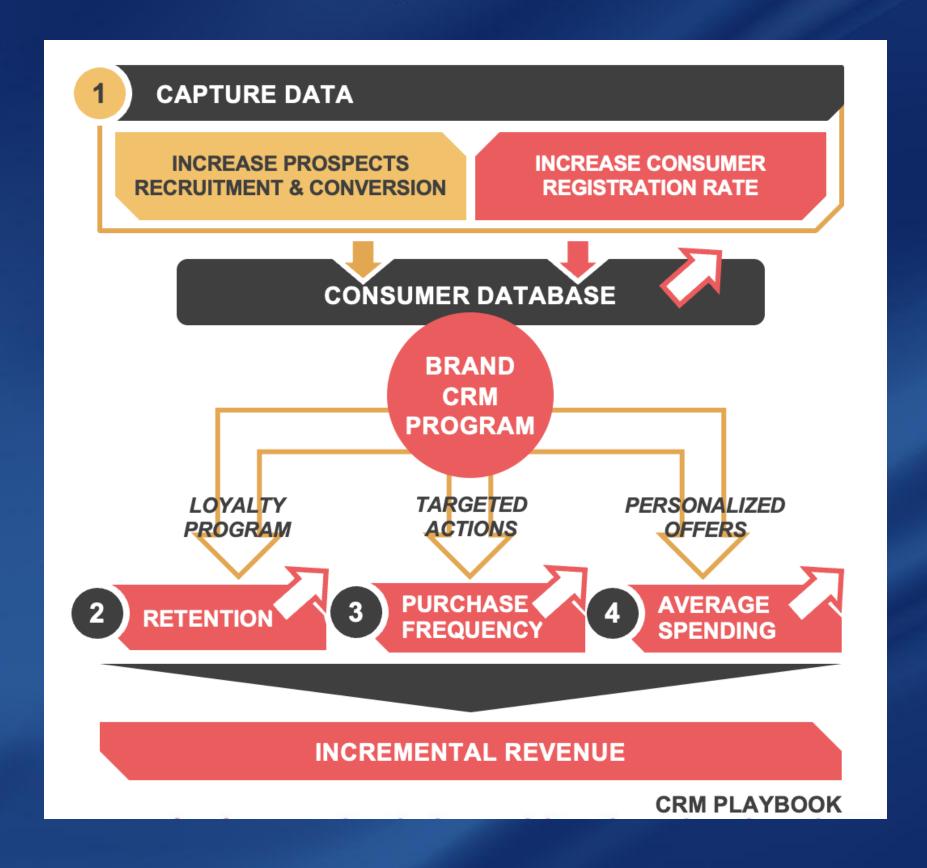
Fireside Chat | [CRM] Al-Powered CRM: Revolutionising Customer Engagement and Retention

Question 2

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











slido



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

Fireside Chat | [CRM] Al-Powered CRM: Revolutionising Customer Engagement and Retention

Question 3

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





Fireside Chat | [CRM] Al-Powered CRM: Revolutionising Customer Engagement and Retention

Advanced CRM Solutions Support to deploy (data mg. Local integration, training) and to run to the solution (files loading, change requests) Integration with Loyalty **Services** Integration with Customer Care (capacities vary based on advanced solution) Regular updates and improvements **Advanced Default Operational dashboards** CRM Data quality rules (eg. correct Data quality rules (eg. correct Main dashboards weekly sent deduplication) deduplication) Self-service reports & dashboards **functionalitie** Data warehouse **Consumer Data Storage** Data access and modification Multichannel campaigns Workflows and scheduling (local set-Consumer attributes and indicators Operational campaign dashboards to **CRM Fundamental Consumer segmentation** be set-up locally and basic CRM Multi division, mulit brand and multi Pre-packaged triggers Lite Self-service campaign reports & **Deliverability** county **functionalities** dashboards **Commercial Pressure Opt-in management Consumers transactions (local** Segmentation (local set-up) integration with web and POS) **CUSTOMER DATABASE** MARKETING CAMPAIGN DASHBOARDING REPORTING





Fireside Chat | [CRM] Al-Powered CRM: Revolutionising Customer Engagement and Retention





