

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



KAO SUTTHITHAM

Head of Thailand
Braze

braze

The Customer Experience Revolution in the AI Era

Kao Sutthikiat Sutthitham

Head of Thailand Enterprise



Processed
over

13T

consumer-
generated data
points between
February 1,
2022 and
January 31,
2023

Founded in
2011

Listed in NASDAQ in 2021

1,600
employees



Headquartered in
New York with 10+
offices across
North America,
Europe, and APAC

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Customer Engagement Platform

6B

monthly active users

(As of October 31, 2023)



2,011
customers

(As of October 31, 2023)

Sent approximately

2.2T

messages on
all channels
in FY23



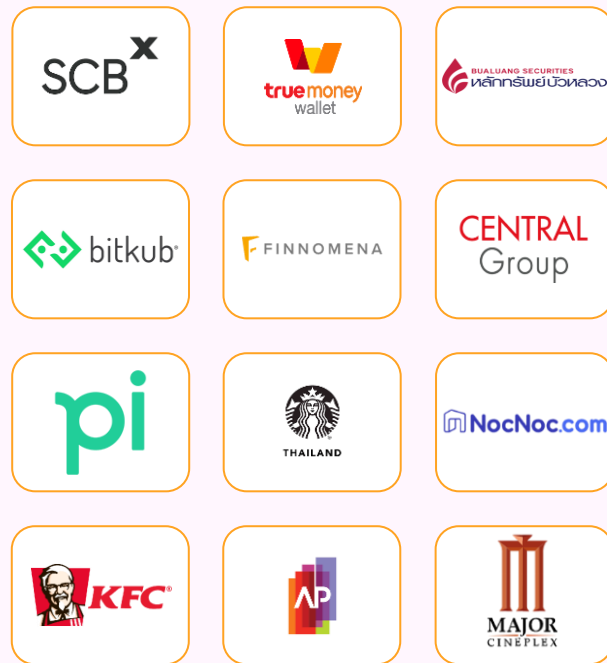
Braze is a leading customer engagement platform that powers lasting connections between consumers and brands they love



Hugosave, an investment and financial planning app, **increased customer conversions 3X** with cross-channel messages tailored to the specific stage of a customer's financial journey



Pomelo, a fashion retailer, **increased conversion rate by 66% and sessions by 126%** with a personalized push campaign.



Some of the 30+ logos we are partnering together now in **Thailand**

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**There's never been a
better time to be a
better marketer.™**



In every organization, executives are asking....



What's our AI strategy?



What are we doing with AI?



What's your ROI plan?



AI is peak priority for marketing in 2024

BRANDS



DIGIDAY

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

September 5, 2023 • 8 min read



TECH



AI AND MACHINE LEARNING

2024 Marketing Predictions and Insights



AWS for Industries

Exploring the Era of AI: Navigating the Authenticity and Automation Paradox

AGENCIES

WPP and Sprinklr Partner to Bring AI-powered Customer Experience Management Solutions to Global Brands

CONSULTANCIES



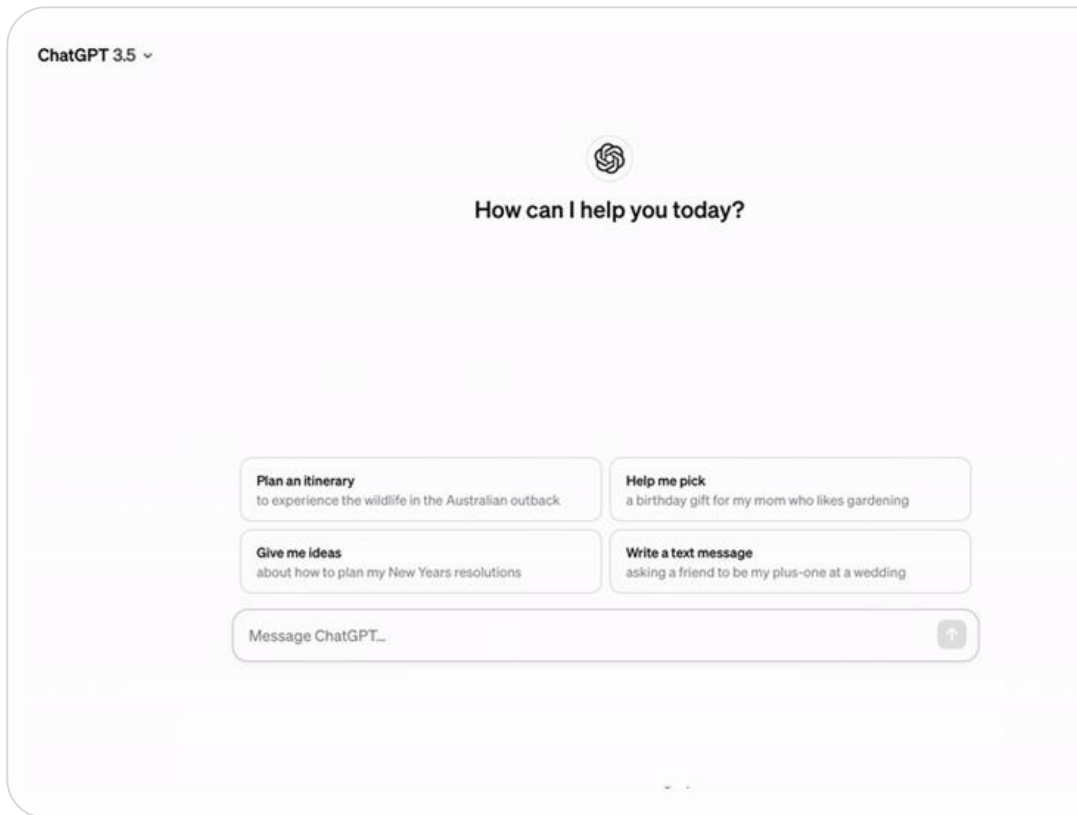
Trend 2

The great interface shift



How is AI going to change customer experience?

Let's ask AI...





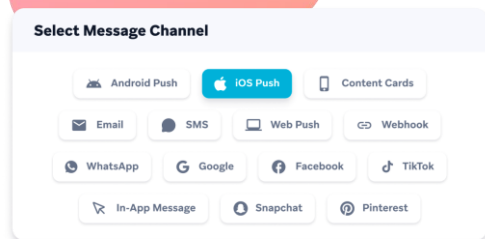
**AI is telling
us what we
already
know.**

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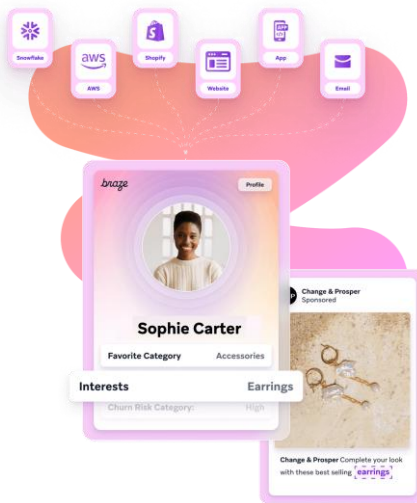


Focus on the Customer!

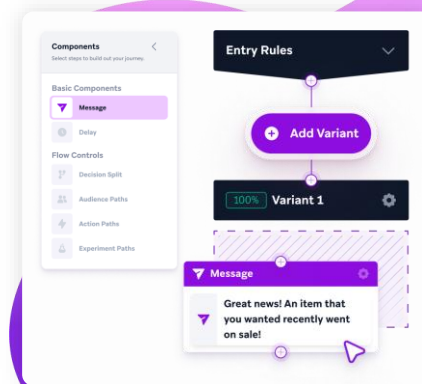
Breaking down silos



Maturing first-party data



Fueling creativity and experimentation





Number one opportunity

HOW MARKETERS WANT TO USE AI

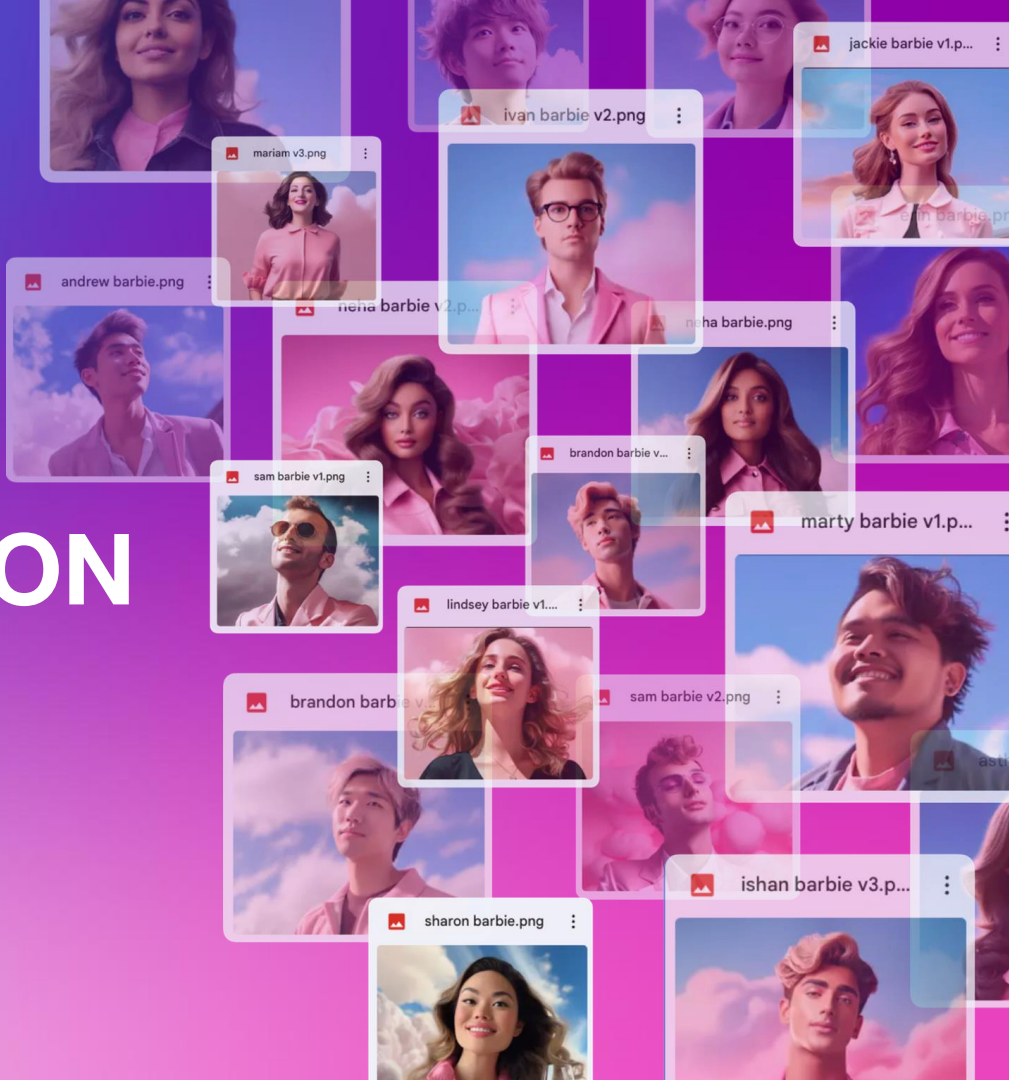
Generate
creative ideas
(48%)



WHAT'S GETTING TRACTION?

PERSONALIZATION

We're obsessed with ourselves!





Whopper AI Generator

What's the idea

Design a personalized Whopper using Gen AI for a chance to win \$1M.

How was A.I. used

Using the BK app or website, people were invited to submit creations with up to eight ingredients. AI created a visual preview, complete with a jingle and background that was shareable across social.

GENERATIVE AI

Digital Marketing & Ad Tech News

BURGER KING USES GENERATIVE AI TO CREATE FANS' WEIRD WHOPPERS

Those who submit their ideas to a contest will be entered to win a \$1 million prize

By Ana Hiban, Published on February 06, 2024.

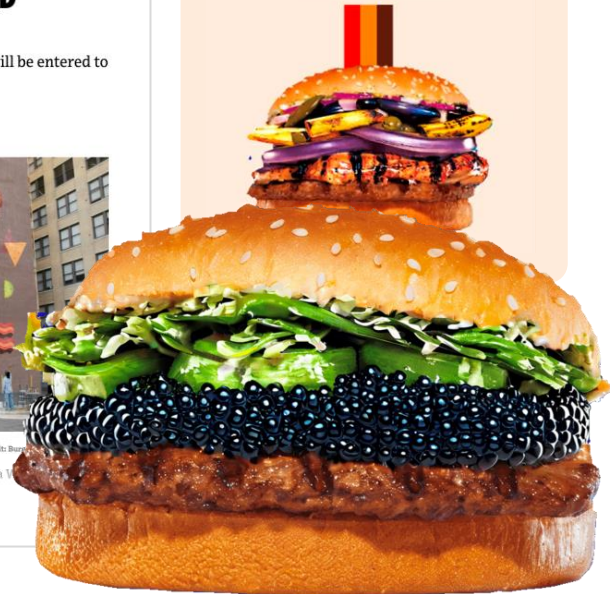
Share article



Burger King fans who enter their Whopper ideas can watch AI visualize them. Credit: Burger King

Burger King is taking ideas from fans for how to top a Whopper using AI to visualize their dream recipes.

YOUR
AI-GENERATED
WHOPPER



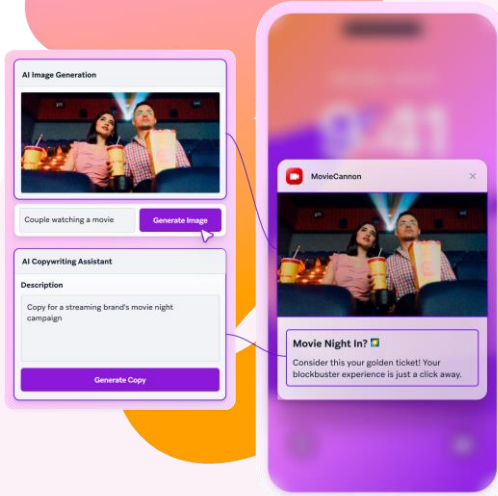
BrazeAI™

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BrazeAI™: AI designed with humans in mind

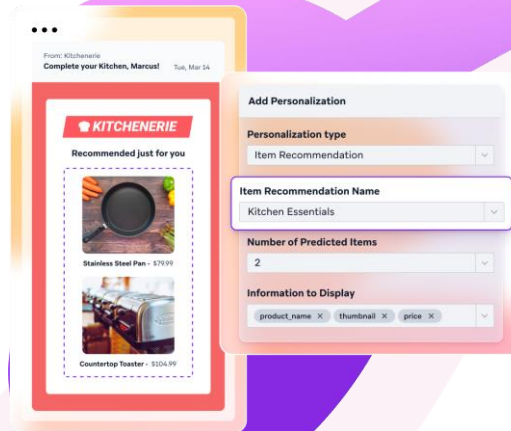
Create

Work smarter in crafting memorable customer experiences



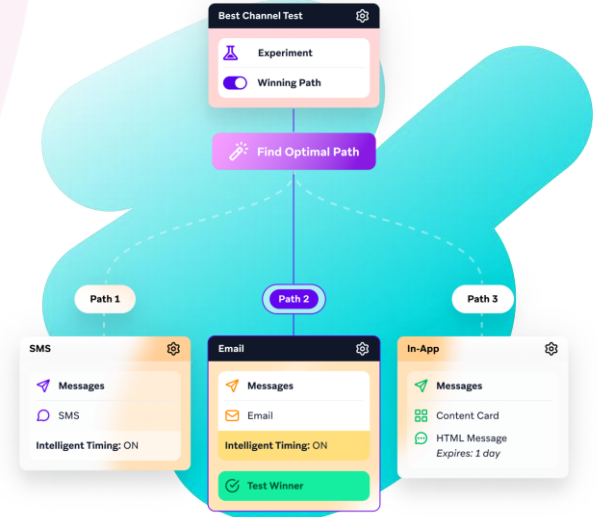
Personalize

Tailor experiences, content, recommendations and journeys – all at scale



Optimize

Automate experiences and maximize the potential of every touchpoint





ADVANCED EXAMPLE

Mercado Libre: Real Street Style

What's the idea

Learn Street Style of a city down to the block where it's worn.

How was A.I. used

Analysed big data of most sold sports items and machine learning to group it by country, city and streets to generate 5000 different looks - which customers had already bought one piece recently.

LARGE LANGUAGE MODELS

GENERATIVE AI



Reference/Case Study:

<https://www.oneclub.org/awards/theoneshow/-award/48117/real-street-style>

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**There's never been a
better time to be a
better marketer.™**

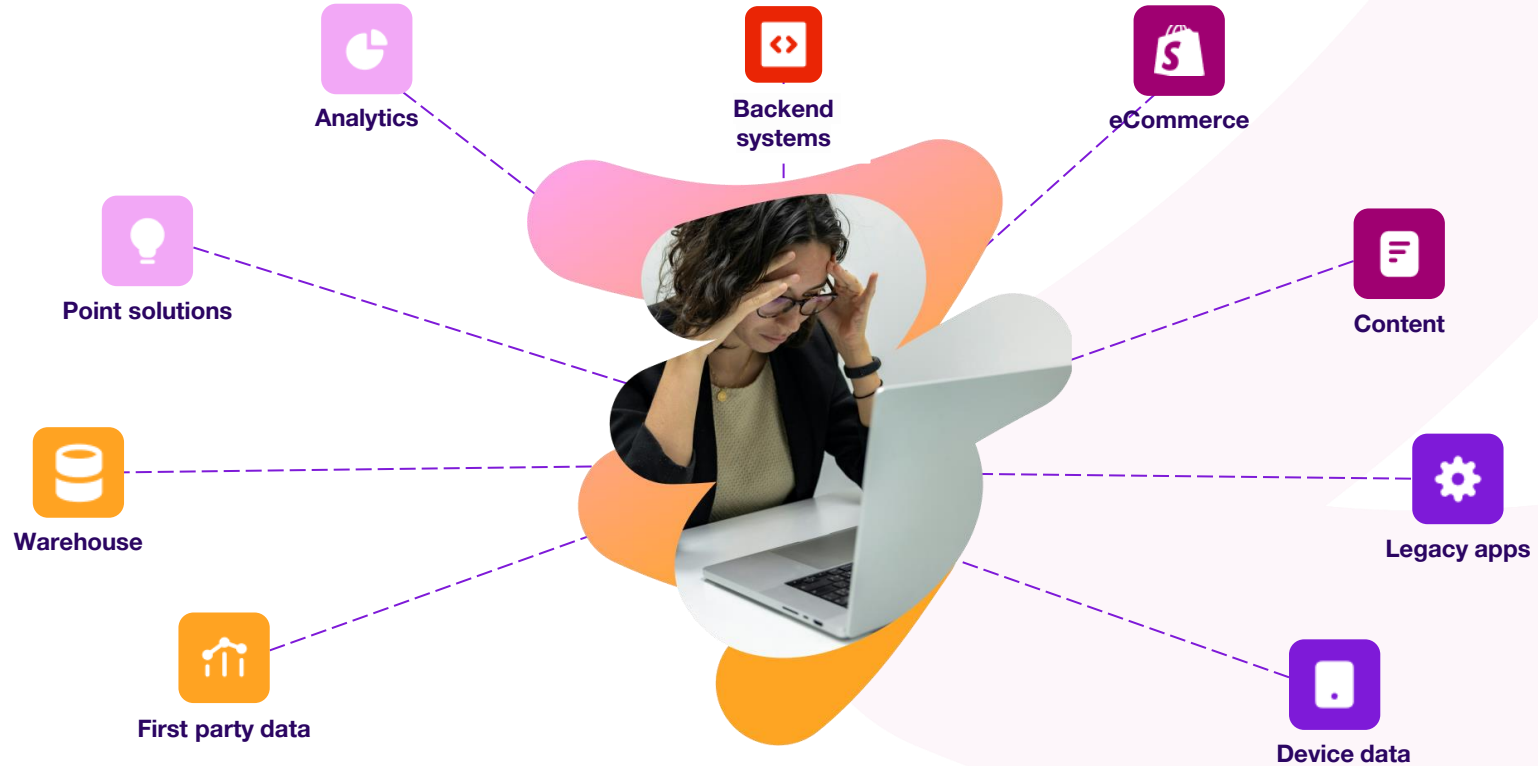
**We have more
data than ever
before.**

**87% of marketers
say data is their
company's most
underutilized
asset.**

Source: [Invoca performance marketing](#)

The explosion of siloed data prevents marketers from doing more with their data

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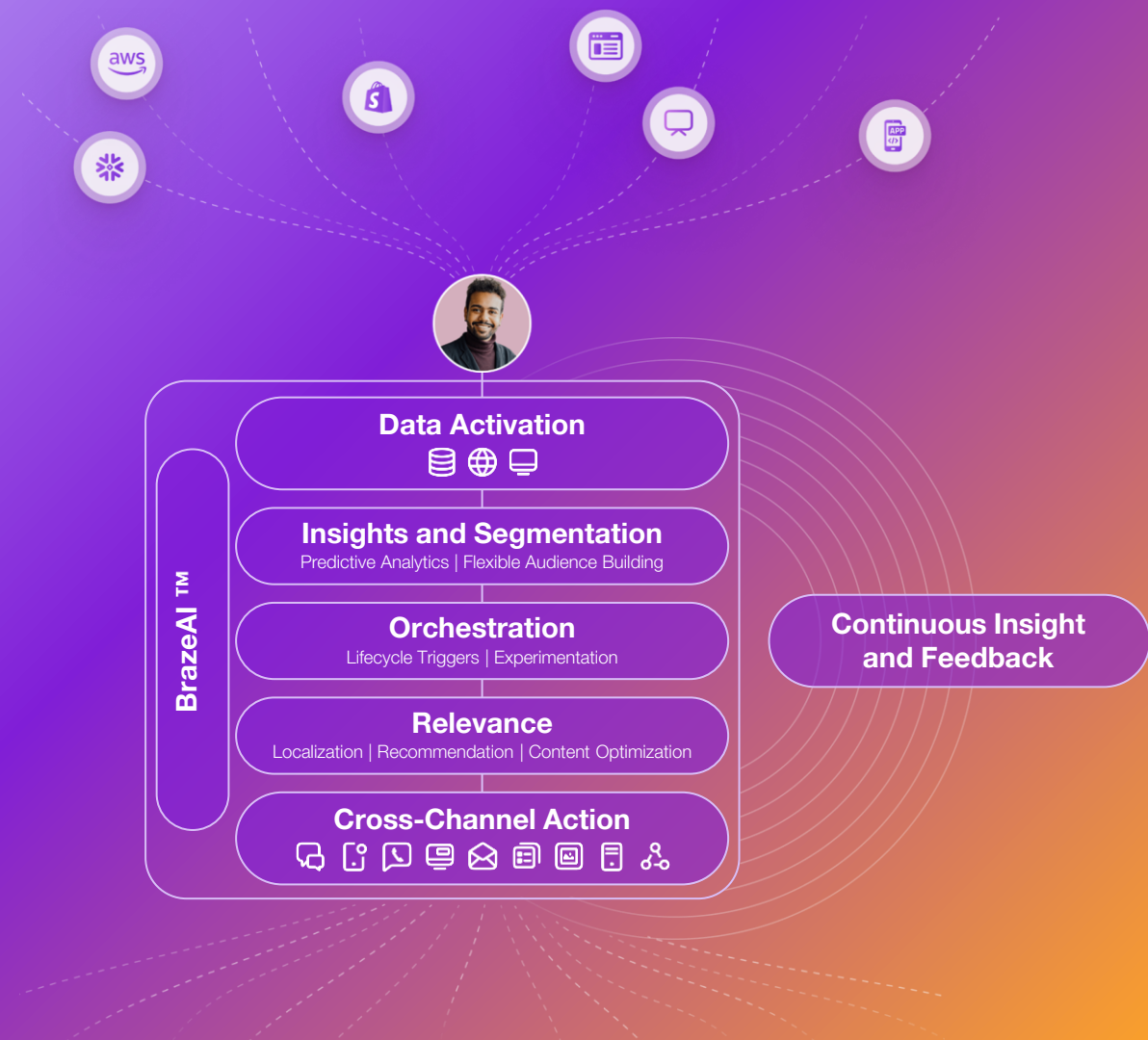


The Braze Data Platform:

Comprehensive, composable
data capabilities + integrations
for modern customer engagement

braze

braze
How it works



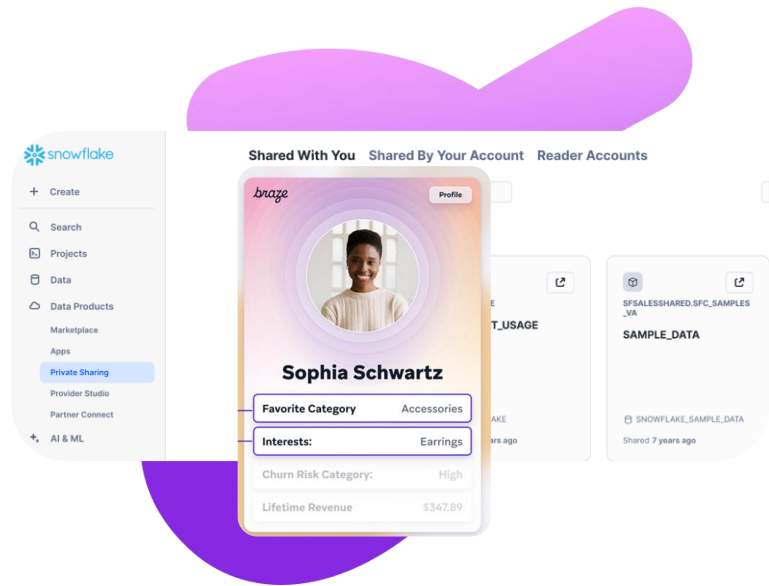
Stream real-time data

Currents



Zero-copy access to Braze

Snowflake Data Sharing



Braze offers over 150 partner integrations for your data

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Storage & Identity

Data Warehouses



CDPs



Data Privacy & Compliance



Workflow Automation & rETL



First-Party Platforms

eCommerce & Point of Sale



Subscriptions & Billing



Customer Service



Surveys & Forms



Personalization

Dynamic Content



Localization



Referral & Loyalty



AI Tools



Destinations

Audience Sync



BI, Analytics & Behavioral Data



Deeplinking & Attribution



Additional Channels



Data Transformation, Webhooks & APIs

Since we are
talking about
“Destinations”

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A user profile card for Keiko Aoki. It features a circular profile picture of a woman with glasses. Below the picture is the name "Keiko Aoki". Underneath the name are three rows of data: "Favorite Category" with the value "Skincare", "Loyalty Enrolled" with the value "Yes", and "Lifetime Revenue" with the value "\$347.89". A dashed blue box highlights the "Favorite Category" row. A dashed blue line extends from this box to the right, pointing towards a mobile app interface.

Favorite Category	Skincare
Loyalty Enrolled	Yes
Lifetime Revenue	\$347.89

A mobile app interface for "PamperHer". The top status bar shows the time 9:41, signal strength, Wi-Fi, and battery icons. The app header shows a back arrow, a green star icon, and the name "PamperHer". Below the header is a red circular icon with a white letter "P". The main content area is divided into two columns. The left column features a photo of a person's hands holding a small brown bottle, followed by the text "Hey Skincare Lover! Check out new serums and masks, picked just for you." and two blue buttons: "Shop Serums & Masks" and "Shop All Skincare". The right column features a photo of a person's hands holding a green mask, followed by the text "Hey Skincal Check out n" and a blue button "Sho". A dashed blue box highlights the top two rows of the left column. At the bottom of the screen is a navigation bar with icons for home, camera, gallery, search, and profile.

INTRODUCING Braze x LINE

Foster stronger connections with your mobile-first customers in Thailand and across parts of Asia

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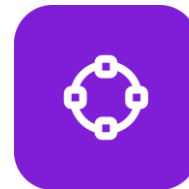
Simple

Set up and scale your LINE marketing fast to expand your reach.



Personal

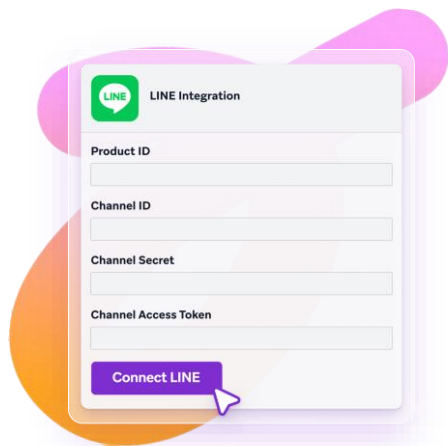
Create connections with personalized messages that convert.



Connected

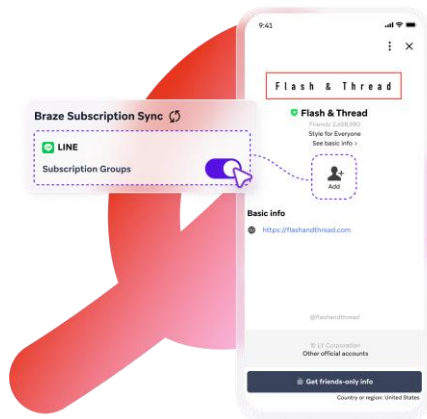
Deliver consistent experiences across LINE and other channels.

Set up and scale your LINE marketing fast



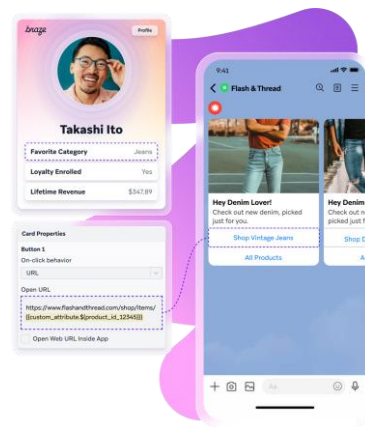
Integrate and scale with ease

Quickly connect your LINE account and scale your LINE marketing with a platform designed for high-volume, responsive sending.



Manage your LINE Friends

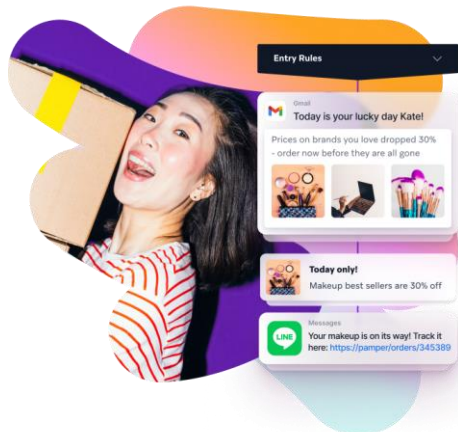
Flexibly upload existing LINE subscribers, automatically update subscription statuses, and reconcile users with LINE login or account linking.



Fast-track campaign creation

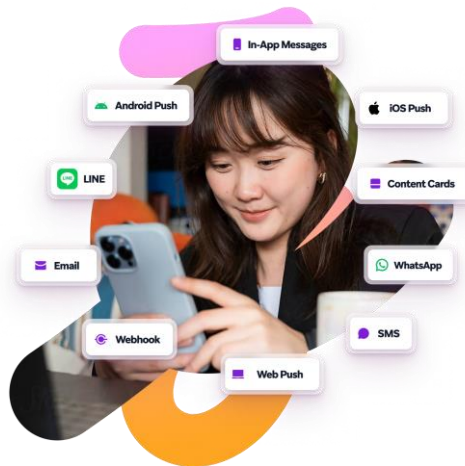
Quickly spin up LINE campaigns with a marketer-friendly message composer and suite of dynamic content tools.

Deliver consistent experiences across LINE and other channels



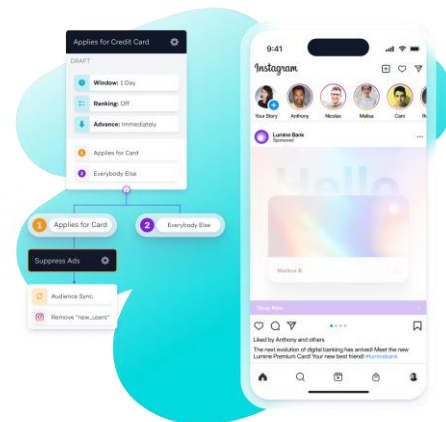
Optimize your marketing spend

Reach customers on the most cost-effective and conversion-driving channels by pairing LINE with push, mobile app, email, web, and paid media.



Consolidate your tech stack

Unify LINE with your other channels in Braze to reduce redundancies, sprawl, and added costs.



Reduce reliance on ads

Dynamically suppress paid ads as soon as a customer converts on LINE or another channel.

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**There's never been a
better time to be a
better marketer.™**

**How can
creativity thrive?**

What does

creativity

**Have to do with
these trends?**



A large school of fish, likely sardines or anchovies, swimming in clear blue water. The fish are densely packed and move in a coordinated pattern, creating a sense of movement and unity. The background is a gradient of blue, from a darker shade on the left to a lighter shade on the right.

ⓑ

Sea of

Sameness



These days, D2C
is **table stakes.**

It's no longer
disruptive or a
point of difference.



A large school of fish, possibly sardines, swimming in clear blue water. The fish are densely packed and move in a coordinated pattern, creating a sense of movement and unity. The background is a gradient of blue, from a darker shade on the left to a lighter shade on the right.

How to disrupt

the sea of

sameness?

**LONG-TERM BRANDING
AND SHORT-TERM SALES
ARE *NOT* MUTUALLY EXCLUSIVE.**



**TECH &
CREATIVITY
SHOULD BE
FRIENDS**





DATA TEAMS

CREATIVE TEAMS

SHOULD **&** NOT BE
SILOED



**Data Can
Move Product**



**But it can also
Move People**



**TWO
GRAND
MOBILE
PRIX**

IN FOUR YEARS

GRA

GRAND PRIX

GRA

GRAND PRIX

“BURGER KING IS TURNING MORE THAN 14,000 MCDONALD’S RESTAURANTS INTO BURGER KINGS”

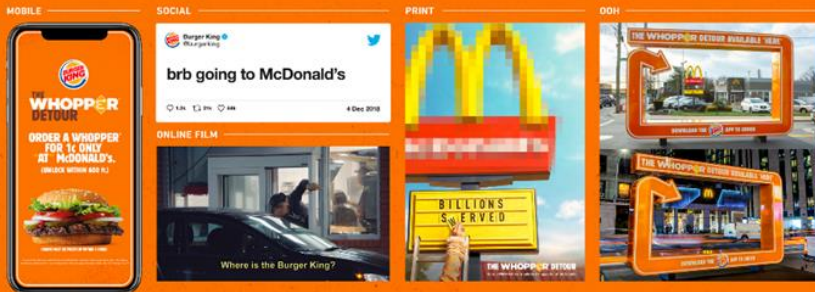
- The New York Times



Burger King was relaunching their mobile app with order-ahead functionality. So we created The Whopper Detour. A 1c Whopper with a catch — customers could only order it through the BK app and only “at” McDonald’s.

To do this, we geofenced 14,000 McDonald’s across the U.S. so that The Whopper Detour promotion unlocked on the app only when the customer was within 600 feet of a McDonald’s.

But we didn’t just take over their stores digitally. At prominent locations in different states, we set up a giant see-through mobile billboard, parked conveniently in front of McDonald’s restaurants, prompting people to activate the promotion on their smart devices right there.



1.5 MILLION
DOWNLOADS IN 9 DAYS

3.3 BILLION
IMPRESSIONS

MOBILE SALES TRIPLED
DURING PROMOTION

HIGHEST NUMBER OF
STORE VISITS IN 4 YEARS

27:1 RETURN ON
INVESTMENT



GENIUS? OR PURE EVIL?™

RIVALRY JUST ESCALATED TO A WHOLE NEW LEVEL™

BK'S 1-CENT WHOPPER OFFERS A TASTE OF THE FUTURE™

BK PROMOTION SENDS CUSTOMERS TO MCDONALD'S™

BURGER KING DID THE UNTHINKABLE™



The image features a white background with large, overlapping, abstract shapes in shades of orange and pink. The word "braze" is written in a white, lowercase, cursive font in the upper center. Below it, a large, bold, dark blue text block reads "There's never been a better time to be a better marketer." with a small "TM" trademark symbol at the end.

braze

**There's never been a
better time to be a
better marketer.™**



Leaders* must create the right internal conditions

Same Old Barriers:

Emphasis on KPIs inherently inhibits a focus on creativity (42%)

Too much time spent on business-as-usual execution and tasks (42%)

Lack of technology to execute creative ideas (41%)

Hard to demonstrate ROI impact of creativity (40%)

****Cross-Functional leaders and not just Marketing***

Key Takeaways

1

Customer Centricity

All good aspects of AI come from data. Don't get caught up by gimmicks, stay focused on your strategy and ways to create value for customers. Keep your teams aligned cross-functionally and compliant.

2

Embrace Creativity

Once your foundations in place, the true opportunity is learning how customers engage with your brand. This should inspire ideation and future marketing campaigns. Consider local nuances towards AI.

3

Inspiration is Everywhere

There are so many different industries launching a variety of AI-Inspired Campaigns. Grab the valuable nuggets and get inspired about your category.

ขอบคุณครับ!

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