

Panel Discussion | **[Hyper-Personalisation]** Improving Genuine Customer Engagement with Hyper-Personalisation and How to Achieve it at Scale



Lead Panellist

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slido

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**What is hyper-personalisation meant to you?
(Within 3 words)**

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

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Question 1

How to make the hyper-personalisation happen? What are the key challenges during implementation?



*Culture,
People
CX Personalisation*

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Question 2

Share use cases of hyper-personalisation that are interactive and dynamic.



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Question 3

How to create unified marketing & CX strategy that prioritise personalisation and the human experience?



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Question 4

How will AI impact personalisation in the future? What are the challenges / ethical concerns?



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Key Takeaway



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Q&A



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