



# Keynote Presentation **[AI-Driven Creativity]** Future-Proofing Your MarTech Stack in the Age of Gen AI



sas

**ANNE HOEPFNER**

Senior Customer Advisor CI  
SAS Institute

BERLIN



# Hyper-Personalize Me

**WHY**



**You have to start with the**

# **CUSTOMER EXPERIENCE**

**and work backwards to the  
technology**

Steve Jobs 1997

# 73%

of consumers expect some degree of personalization. 76% would be disappointed if there weren't any.

*McKinsey*

# 28%

of CMOs deem their organization 'mature' when it comes to gaining customer knowledge and turning it into actionable results.

*CMO Council*

**HOW**



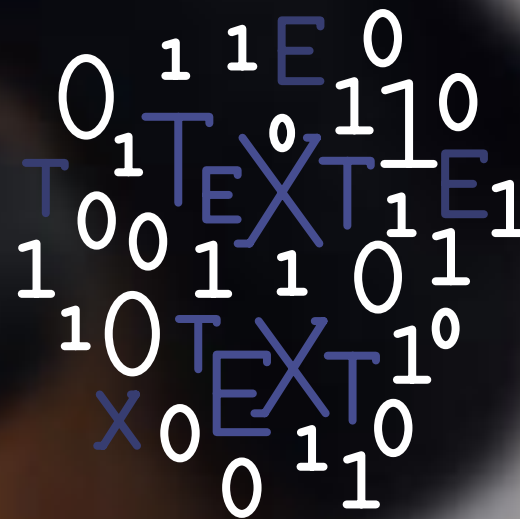
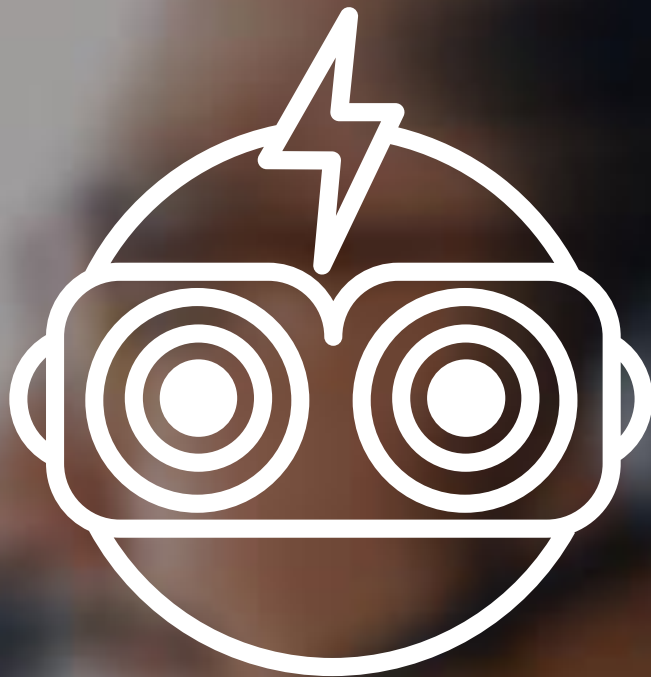
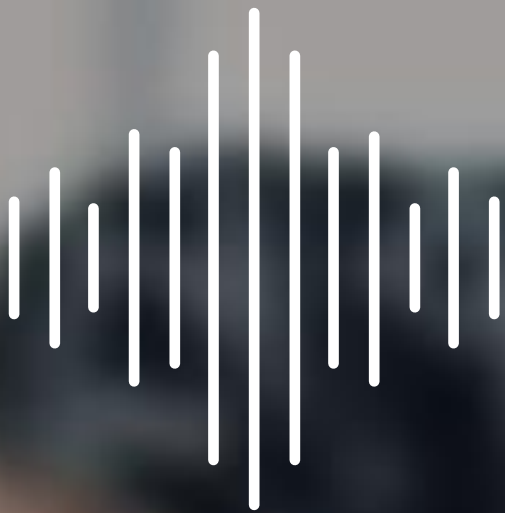


**“Culture eats  
strategy  
for breakfast.”**





**WHAT**





7 Words



22 Words



55 Words

1.000

Words per Call

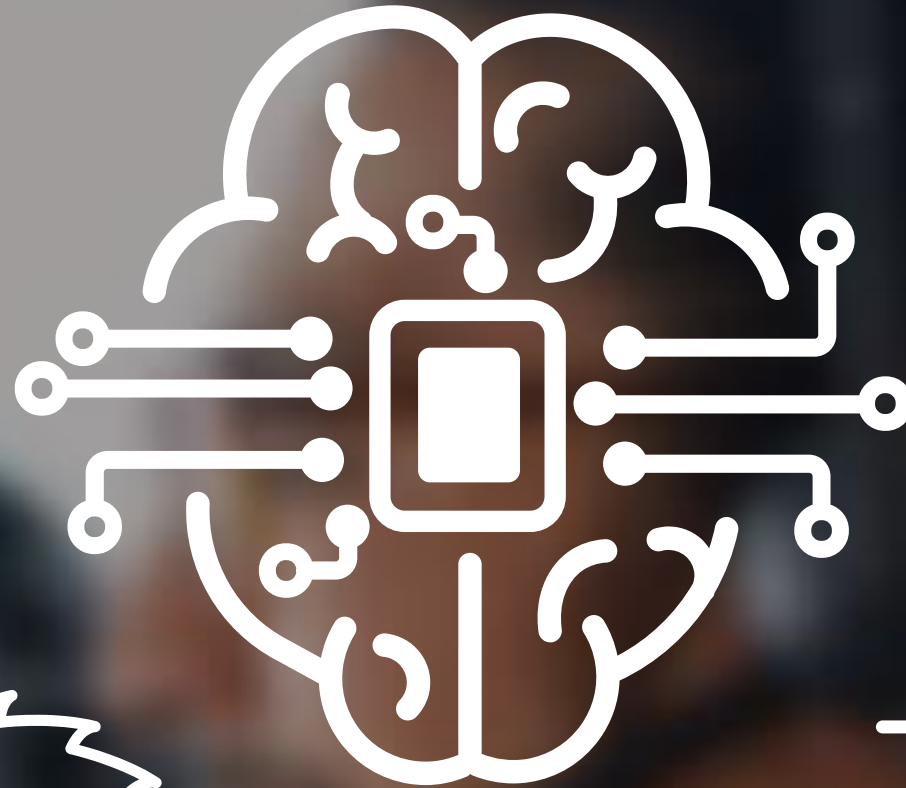
500 Mio

Words per call  
per month in a CC  
with 250 employees





Product Improvement



Sales Leads



Coaching

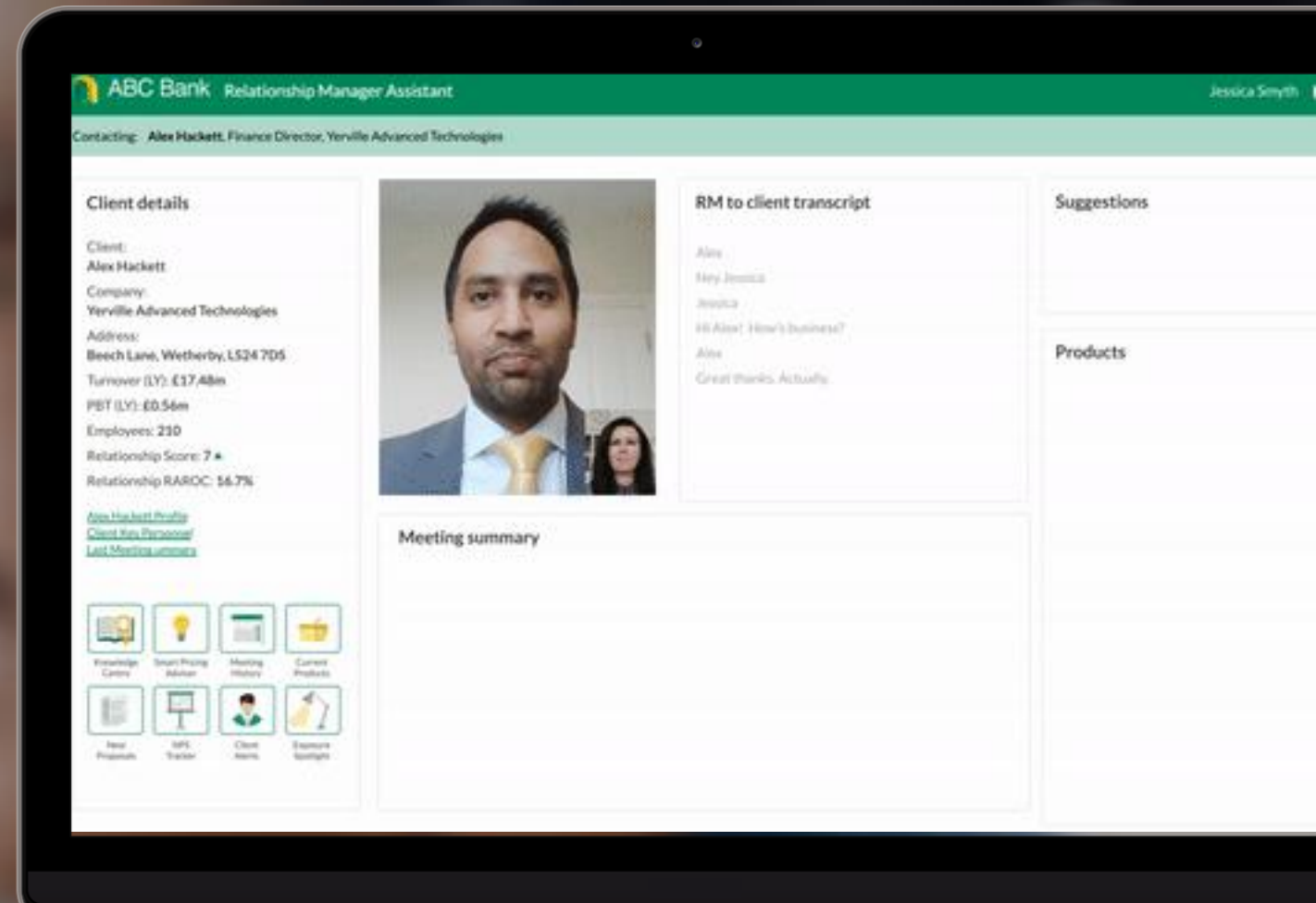


Process Optimisation

# CONTACT CENTER of the future

Real time support for agents – Decisions and Recommendations

- Live transcript
- Identification of Next Best Action / Offer / Question
- Recommendation of documents and articles of the knowledge base



**THANKX**

# EU AI ACT – Education



KI-Kompetenz für alle



KI für Führungskräfte



Machine Learning für  
Einsteiger



Machine Learning für  
Fortgeschrittene

**SAS Webinar: 8.4. EU AI ACT**