

8 & 9 April 2025 | Sands Expo & Convention Centre Singapore >>>> B2B MARKETING 🆓

Panel Discussion [CRM] **Building Stronger Customer Relationships Through Al Innovation**



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1. Strategic Implementation of AI in CRM

2. Customer Experience Enhancement

3. Future Outlook







Theme 1 - Strategic Implementation of Al in CRM

1. Ability to auto manage & track prospects/leads

- Action on next steps ullet
- Understand patterns, behaviour ullet

2. KYC & Onboarding

- Improved TAT ullet
- Ability to see the funnel status ullet

3. Automated Reporting

- CRM auto generate reporting dashboard ullet
- Highlight gaps/error ullet

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Al Generated Image





A.I.CING the CAKE A SLICE OF INNOVATION, A TASTE OF REAL.

From AI to Reality







Theme 2 - Customer Experience Enhancement		
BEFORE		
 Inconsistent data across multiple platforms. Limited predictive analytics. 	DATA	 Centralized and cle Ability to fully utilized
 Manual management of prospects & leads Limited segmentation analysis 	SALES	 Auto-segment pros Sales forecasting 8
		Ability to generate

No personalization of messaging across ٠ segments

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- CONTENT on client interaction.
 - Automate interactions •



AFTER

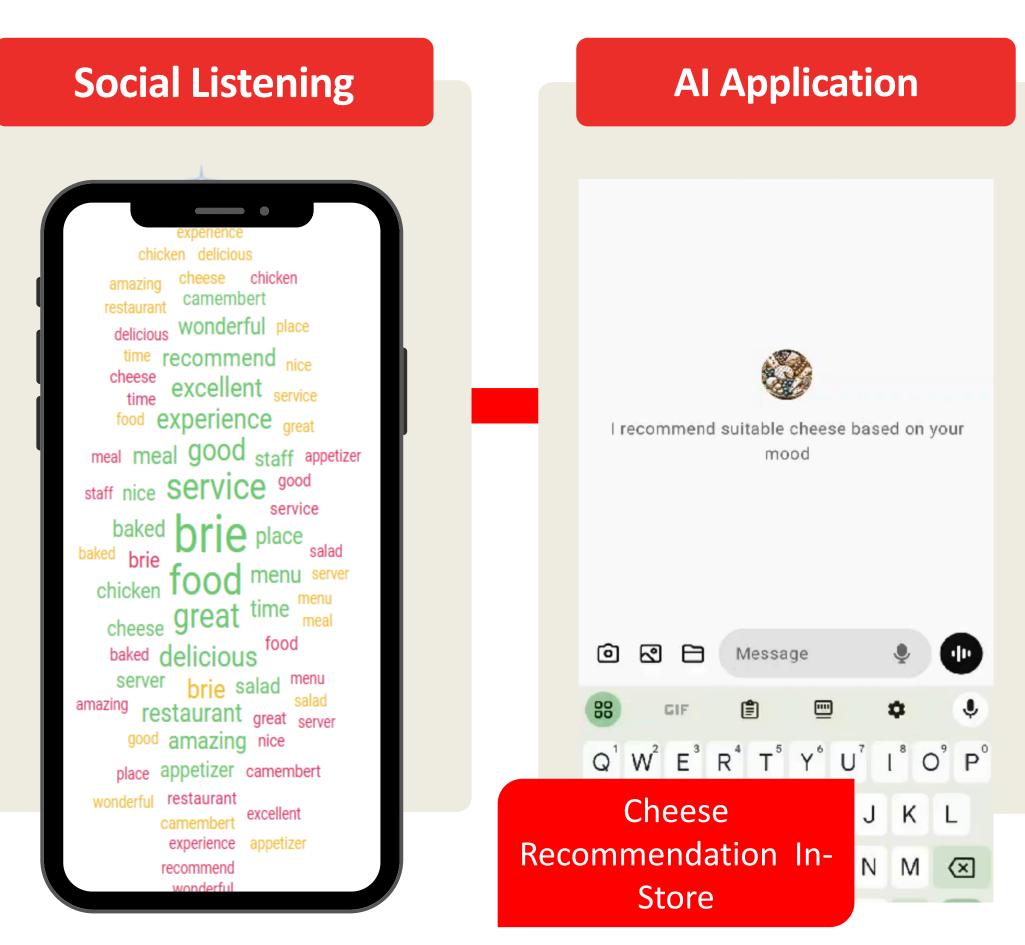
leaned up data ize the predictive analysis



ospects & reporting

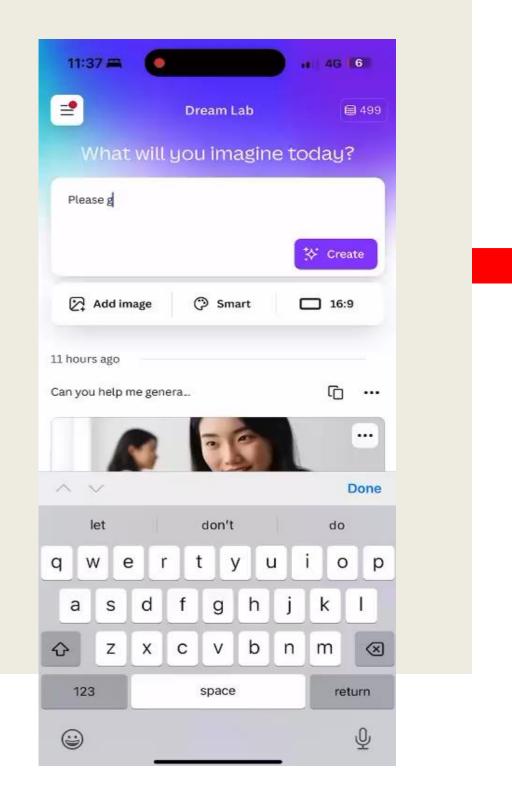
Ability to generate personalized content based

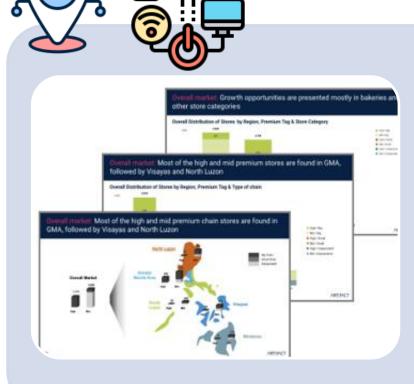
Integration of AI Apps





AI Image Generation Tool





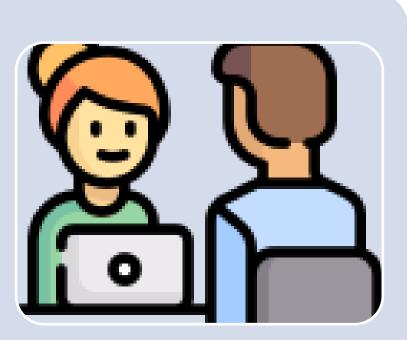


Premium Bakery & Pastry shops

Mapped Philippines market universe leveraging open data Detailed list & classification of business types



Drives efficiency in operations & business discussion on channels penetration



Reach out to identified untapped premium customers



Theme 3 - Future Outlook



