



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



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[Moderator]

Themes

- 1. Strategic Implementation of AI in CRM**
- 2. Customer Experience Enhancement**
- 3. Future Outlook**



Q&A

Theme 1 - Strategic Implementation of AI in CRM

1. Ability to auto manage & track prospects/leads

- Action on next steps
- Understand patterns, behaviour

2. KYC & Onboarding

- Improved TAT
- Ability to see the funnel status

3. Automated Reporting

- CRM auto generate reporting dashboard
- Highlight gaps/error



Q&A



➤➤➤ B2B MARKETING

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

AI Generated Image



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

From AI to Reality

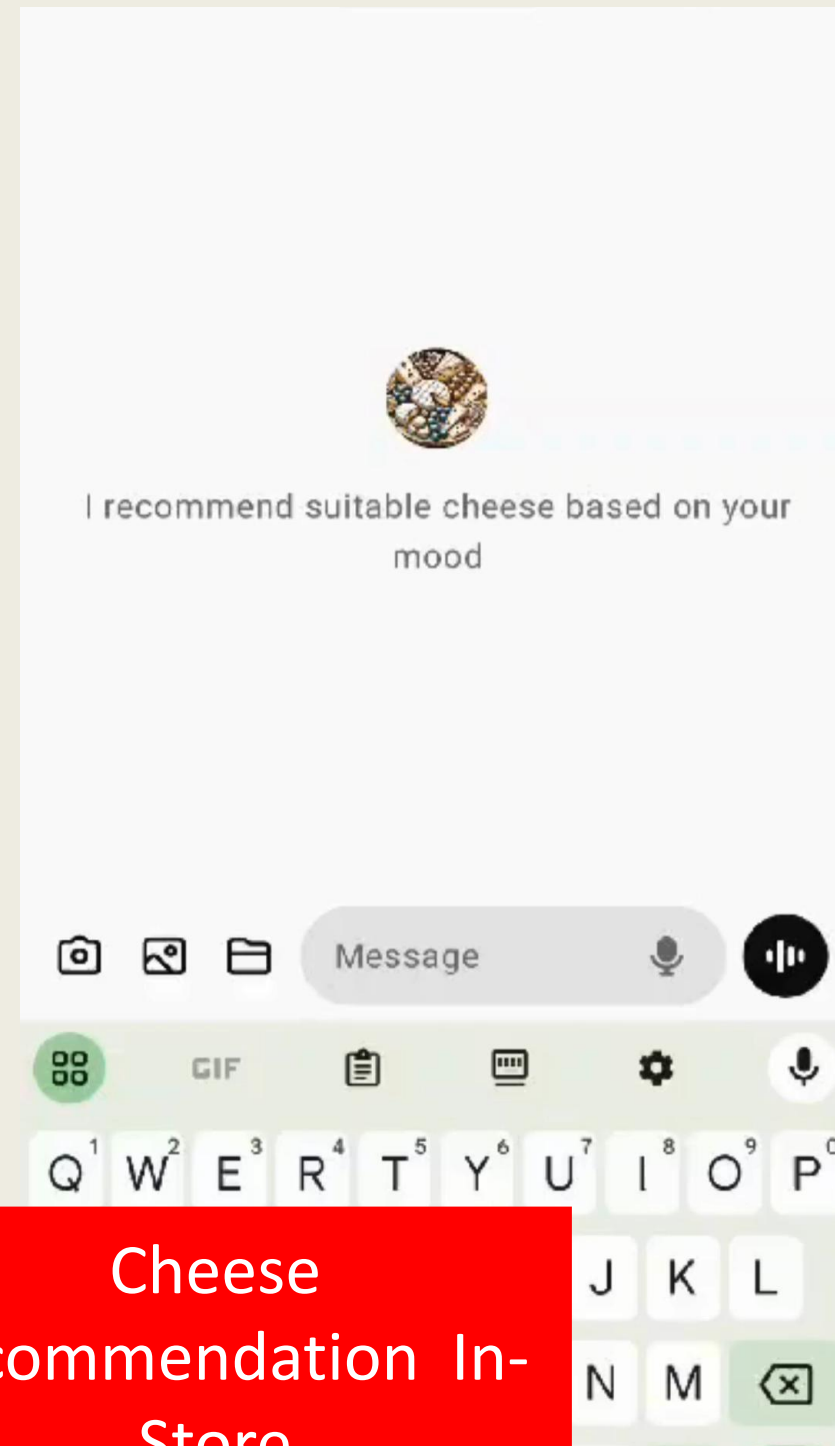


Integration of AI Apps

Social Listening

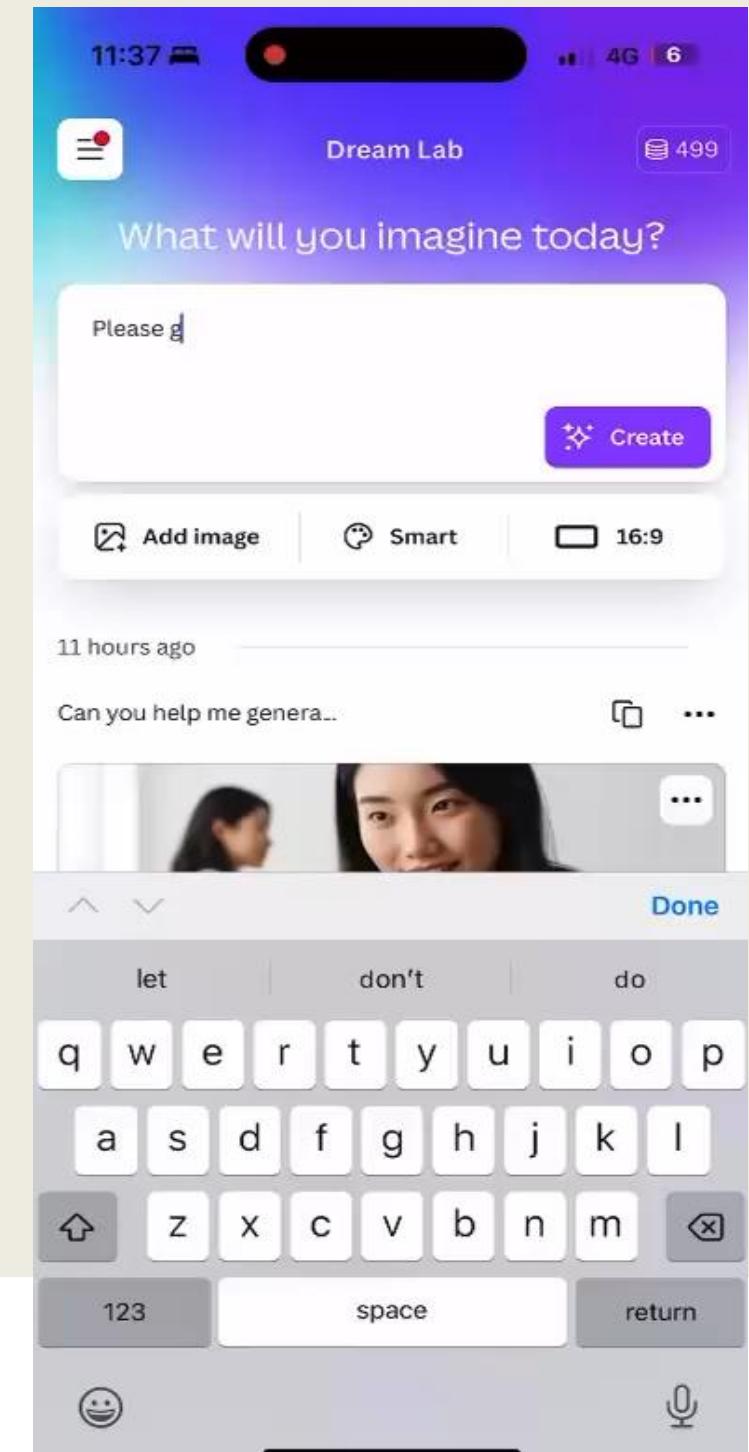


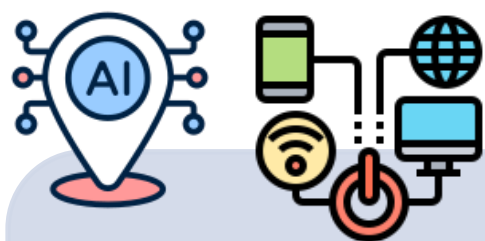
AI Application



Cheese
Recommendation In-
Store

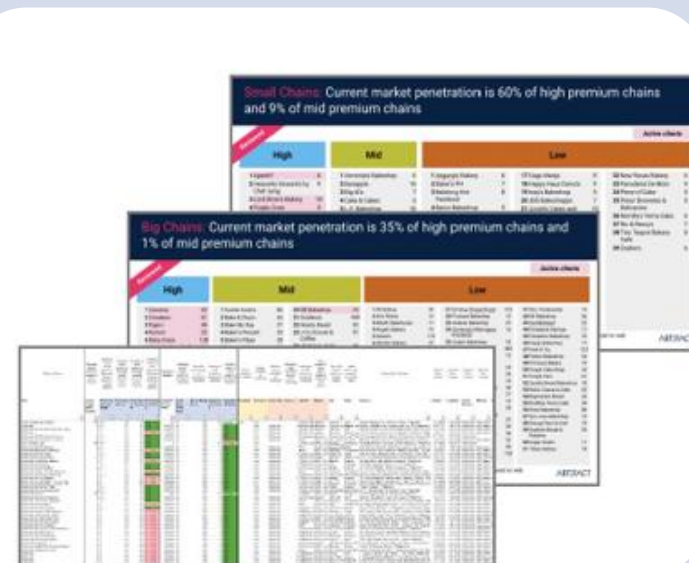
AI Image Generation Tool





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

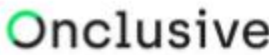


Reach out to identified untapped premium customers

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Theme 3 - Future Outlook



Q&A



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