



Fireside Chat | **[Conversational Marketing]** How Can Real-Time Conversations Revolutionise Customer Engagement?

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How many of you use conversational AI tools right now?



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Questions here

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Question 1

Where do you see conversational marketing fitting best within the customer journey and how can brands use it without disturbing the experience?



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Question 2

What role do real-time conversations play in building authentic customer engagement today?

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Question 3

How do you see conversational marketing evolving, especially as AI and personalisation become more advanced, and what risks come with this?



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Q&A

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