



Keynote + Live Demo | [CX Innovations] Transform Your Customer Journey in The Digital Era



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Understand and Act on Customers' Digital Body Language



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Country Director, Braze Indonesia





Congratulations, Samantha!
You just hit 5,000 loyalty points.
[Redeem Points](#)

GLOBAL

Customer Engagement Review

2 0 2 5

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Digital Body Language— *What does that mean?*

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Customer Centricity

It refers to reading customer signals—what they say, how they behave on your app or site, and how they engage with emails.



Confidence that Strengthens Connections

Using good data creates better experiences for customers. We help brands “listen at scale” and focus on what’s most important by cutting down internal data glut.



TREND ONE

Mold your messaging

Merge content and technology
to get it right.

KEY STAT

85%

of marketing execs are concerned their messages aren't hitting home

54%

are worried about the implications of ineffective messaging

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Key Takeaway

This level of concern is, well, *concerning*! That's a lot of messages and campaigns to worry about landing properly...

GTM Motion

A single customer engagement platform allows you to **listen, analyze, and adjust messaging in real time**. Imagine how having this type of insight would improve confidence on customer sentiment...

How Brands Utilize Personalized Messages

37%

send-time optimization and countdown timers

36%

customer data and preferences

36%

achievements or special occasions

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Key Takeaway

A balanced customer engagement strategy combines **content-driven** tactics, like adapting your brand voice in creative copy, with **tech-driven** solutions, like AI, to automate and enhance messaging.

GTM Motion

Personalization using customer names and milestones (birthdays, etc.) is still important, but **there is a huge opportunity to lean on tech to optimize further.**



TREND TWO

Build trust through transparency

Advanced personalization relies on
openness and trust to succeed.

KEY STAT

99%

of executives say data privacy concerns have affected their plans for advanced personalization.

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Key Takeaway

Marketing leaders want to leverage personalization but hesitate due to **customer data privacy concerns**. Their challenge isn't just about compliance – it's about building trust.

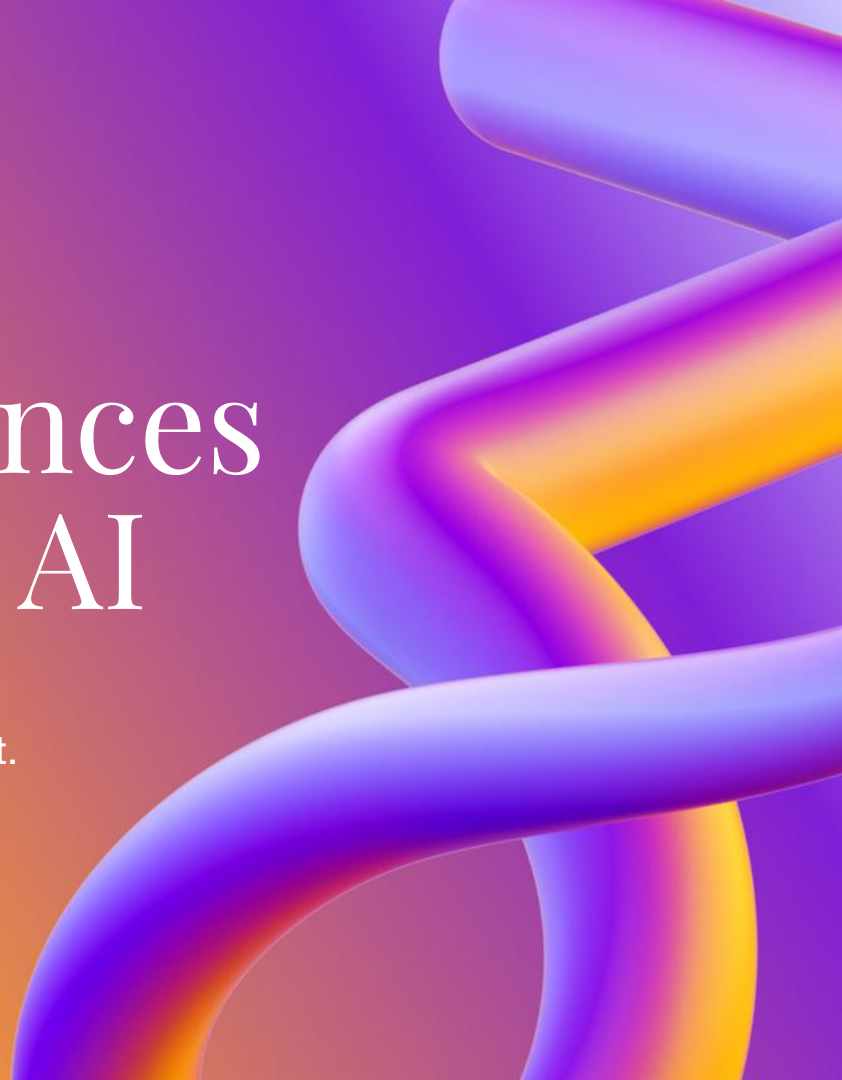
GTM Motion

Executives are prioritizing **ethical data use and customer trust**. Braze helps brands strike the right balance by matching data, timing, and content to responsibly create meaningful engagement.

TREND THREE

Enhance experiences over time with AI

Scale, experiment, and drive continuous
improvement today, with AI as your copilot.



KEY STAT

Top-performing brands that add AI to their engagement strategy

39%

Are more likely to use AI to adjust messages based on engagement

19%

more likely to use AI for personalized item recommendations

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Key Takeaway

AI helps marketers adjust messages in real time, demonstrating that they *are* listening to customers' digital body language.

Sales motion: Upsell & Retention

- Worry less about messages landing properly if you're always adjusting as you go. **BrazeAI** gives the already powerful platform personalization superpowers.

KEY STAT

No time for testing? Let AI do the work.

79%

of marketing execs aren't fully confident in understanding user preferences and sentiment

32%

of marketing execs want to test engagement strategies but lack the resources to do so.

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Key Takeaway

Testing gets deprioritized when marketers are **pressed for time**, furthering the lack of confidence that execs already feel about their understanding of customers.

GTM Motion

Mitigate risk by deploying AI to streamline testing, getting a better picture of customer sentiment, faster.

KEY STAT

Where else are marketers using AI?

39%

use AI-powered analytics to perform more advanced analysis of customer data

38%

use AI-powered tools to understand customer sentiment

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Key Takeaway

AI can be a time-saver and fast track to real-time analysis of customer data and customer sentiment.

GTM Motion

Go beyond basic personalization: Real-time analytics and AI-powered tools help you understand customers better as campaigns are in motion.

How Can Business Adapt to These Evolving Trends?

How Business Can Adopt These Trend?



Henry Roberto
Solution Consultant,
Indonesia

1

MOLD YOUR MESSAGING

Merge content and technology to get it right.

2

BUILD TRUST THROUGH TRANSPARENCY

Advanced personalization relies on openness and trust to succeed.

3

ENHANCE EXPERIENCES OVER TIME WITH AI

Scale, experiment, and drive continuous improvement today, with AI as your copilot.

Let's Invite "Braze Apparel" ! (Roleplay)



Bakti Oetomo

Head of CX &
Omnichannel,
Braze Apparel

01

10 years curating a high-touch boutique experience, now leading full digitalization

02

2025 mission: shift 60 % of GMV from offline & third-party marketplaces to owned channels without lowering AOV.

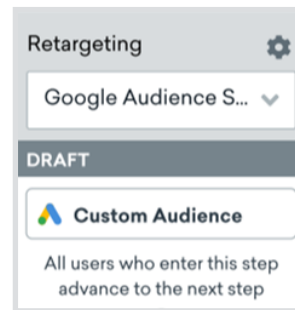
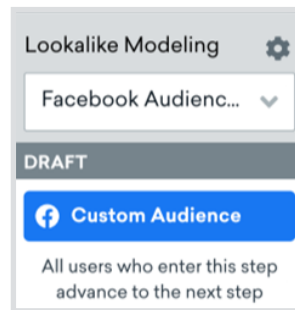
03

Key obstacle: marketplace fees erode margin; we must rebuild a "personal shopper" vibe on-screen

Targeted acquisition plan



In Braze, we're using Audience Sync

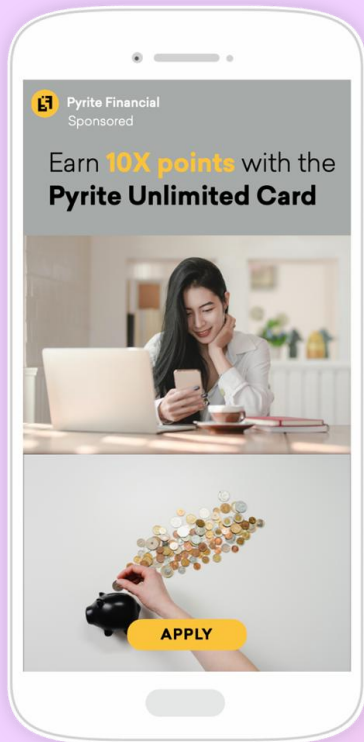


Allows you to use the data that you collected in Braze to create **segments that can be synced to your ads platforms to make your paid media targeting better.**

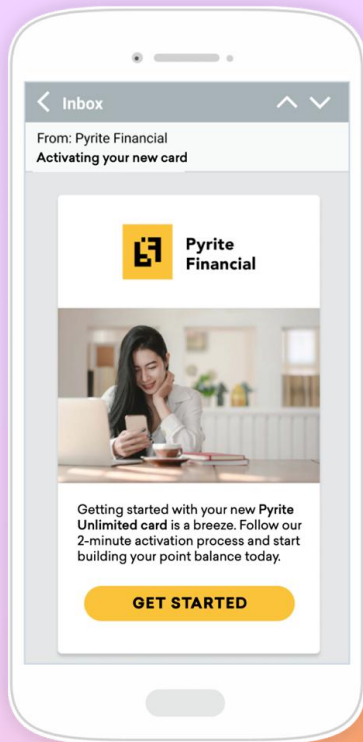


Customer Acquisition: Customer's View

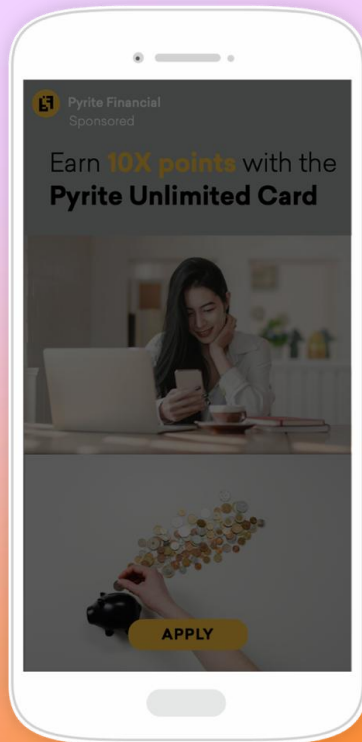
1. ACQUISITION AD



2. CARD ACTIVATION



3. AD SUPPRESSION



Anggi is a savvy millennial in the market and a fashion enthusiast

EXPERIENCE

- Anggi matches the high-value customer segment at your store. Based on her similarities with that Braze audience, she was targeted with an acquisition ad on **Tiktok**.
- Anggi saw the ad, signed up, and making transaction in your app.
- After transaction, Anggi was immediately removed from the acquisition campaigns.

Managing Anonymous Customer



Omnichannel Onboarding Journey

Consideration

Decision

The screenshot displays the Braze Canvas editor interface for editing a journey titled "Braze Apparel Journey - On...". The interface is divided into several sections:

- Left Sidebar:** Contains a vertical menu of component categories and icons. The categories are: Components (with a sub-menu "Expand"), Basic Components (Message, Delay), Flow Controls (Decision Split, Audience Paths, Action Paths), Audience Updates (Context, User Update, Audience Sync), and a "Clean Up Canvas" option at the bottom.
- Top Bar:** Includes a search bar labeled "Search workspace", a keyboard shortcut indicator "⌘+K", and several utility icons (calendar, people, globe, bell, profile).
- Canvas Area:** The main workspace for building the journey. It features a large, light-blue rectangular canvas. A pop-up window titled "Entry Rules" is open, detailing the following configuration:
 - Schedule:** Send Canvas. Schedule delay: immediately after trigger criteria are met. Canvas start: June 1, 2025 at 1:10 PM.
 - Audience:** External user id is blank.
 - Exit Criteria:** No exit criteria selected.
 - Controls:** Users are not eligible to re-enter this Canvas.
- Bottom Bar:** Includes a "Test Canvas" button, a "Save" button with a dropdown arrow, and a "Save and continue" button with a notification icon.

Online-to-Offline



Online to Offline Journey

Consideration

Decision

The screenshot displays the Braze Canvas editor interface. The browser address bar shows the URL: `dashboard-03.braze.com/engagement/canvas/685b05948e63cb0064043156/65dea199cb25f5004c713983?locale=en&step=build&version=flow&i...`. The interface includes a search bar labeled "Search workspace" and a sidebar with various components for building a user journey.

Components

Select components to build your user journey.

Basic Components

- Message
- Delay

Flow Controls

- Decision Split
- Audience Paths
- Action Paths

Audience Updates

- Context
- User Update
- Audience Sync

Clean Up Canvas

Entry Rules

- Schedule**
 - Send Canvas
 - Schedule delay: **immediately after trigger criteria are met**
 - Canvas start: **June 24, 2025 at 2:05 PM**
- Audience**

"All Users All Apps" [No filters applied, all users in Henry Workshop] AND no additional filters
- Exit Criteria**

No exit criteria selected.
- Controls**

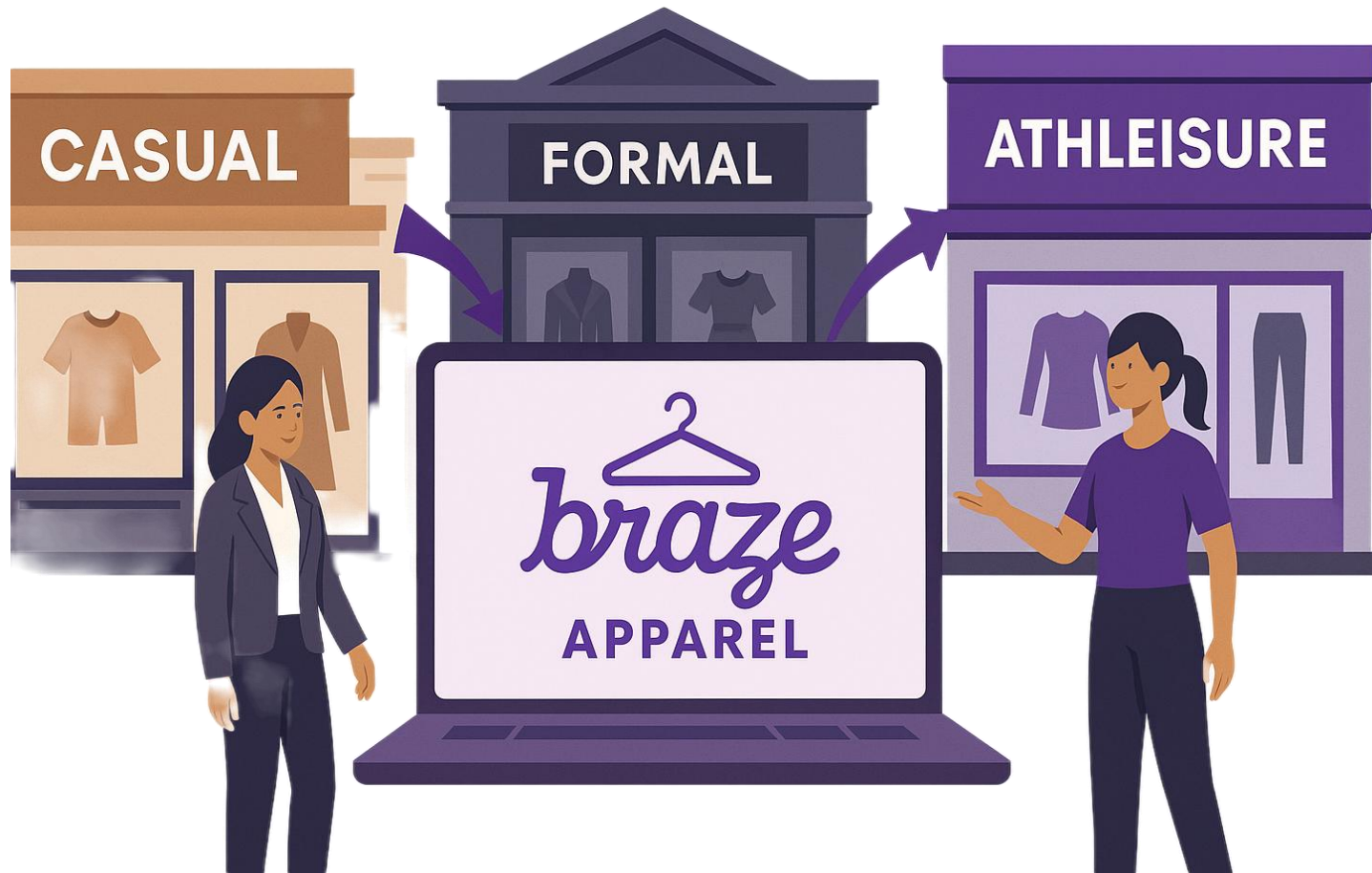
Users are not eligible to re-enter this Canvas.

+ Add Variant

Footer

Detailed View, 100% | Test Canvas | Save | Save and continue

Multi-Brand Management



Multi-store

Retention

← → ↺

Not Secure dashboard-03.braze.com/app_settings/app_settings/settings/65dea199cb25f5004c713983?locale=en

☆

Henry Workshop

Quick links

Canvas

Campaigns

Segments

Home

Messaging

Audience

Templates

Analytics

Partner Integrations

Data Settings

Settings

braze

Search workspace

⌘+K

App Settings

Workspace Name

Henry Workshop

Manage your app-specific settings from this page. [More about App Settings Configuration](#)

Delete workspace

Apps

+ Add App

Android

Henry App

Erajaya Masquerade

MetalGo

Citilink

U+Rewards

Settings for Henry App

App Name

Set the name you would like to see for this app on Braze's dashboard.

Henry App

App Image

1:1 aspect ratio preferred.

b Delete

API Key

Use to identify your application to Braze during [SDK Setup](#).

API key for Henry App on Android

5d430246-586c-42e5-9b9d-4744bb85caca

SDK Endpoint

Use the SDK Endpoint for your application

SDK Endpoint for Henry App on Android

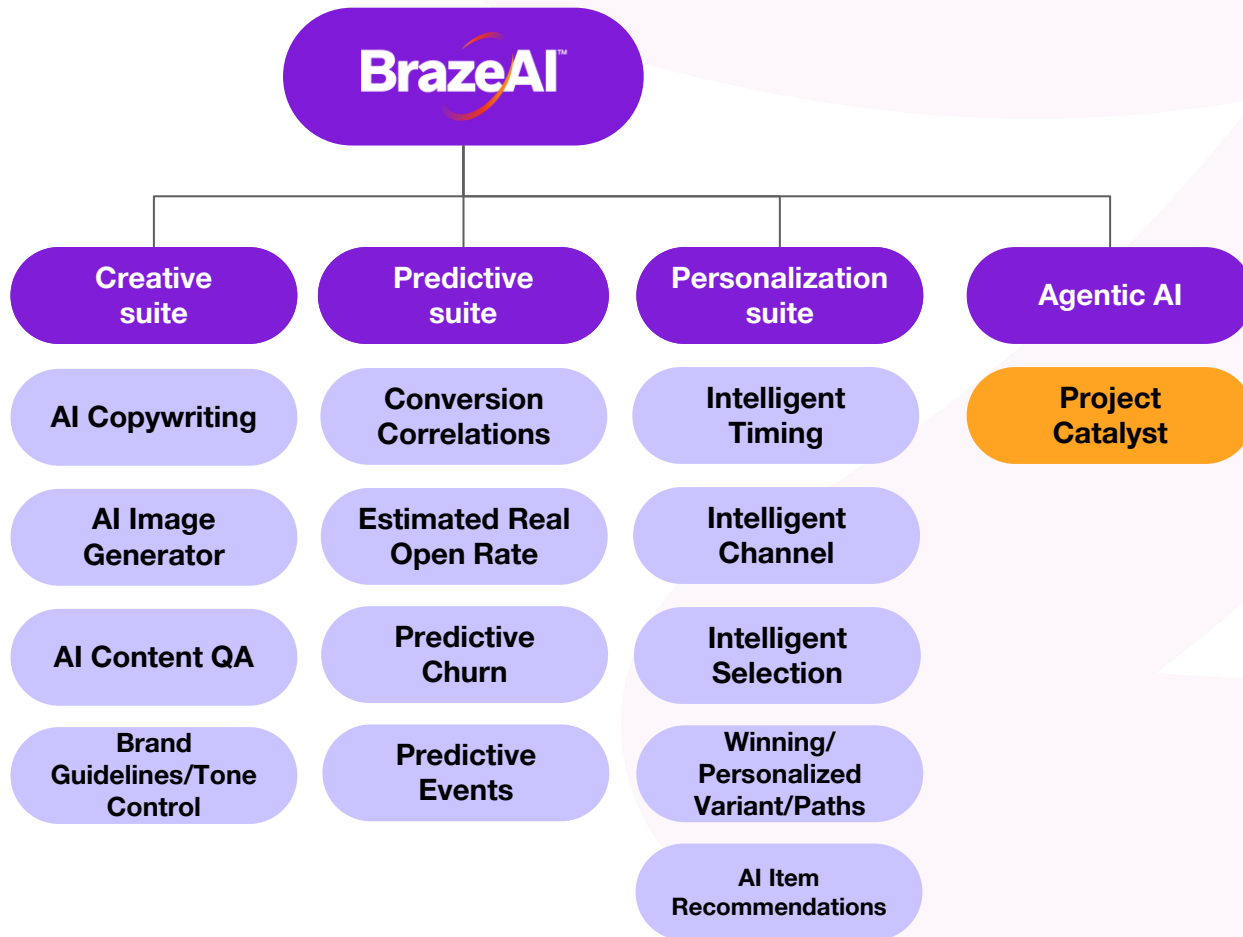
sdk.iad-03.braze.com

Uninstall Tracking

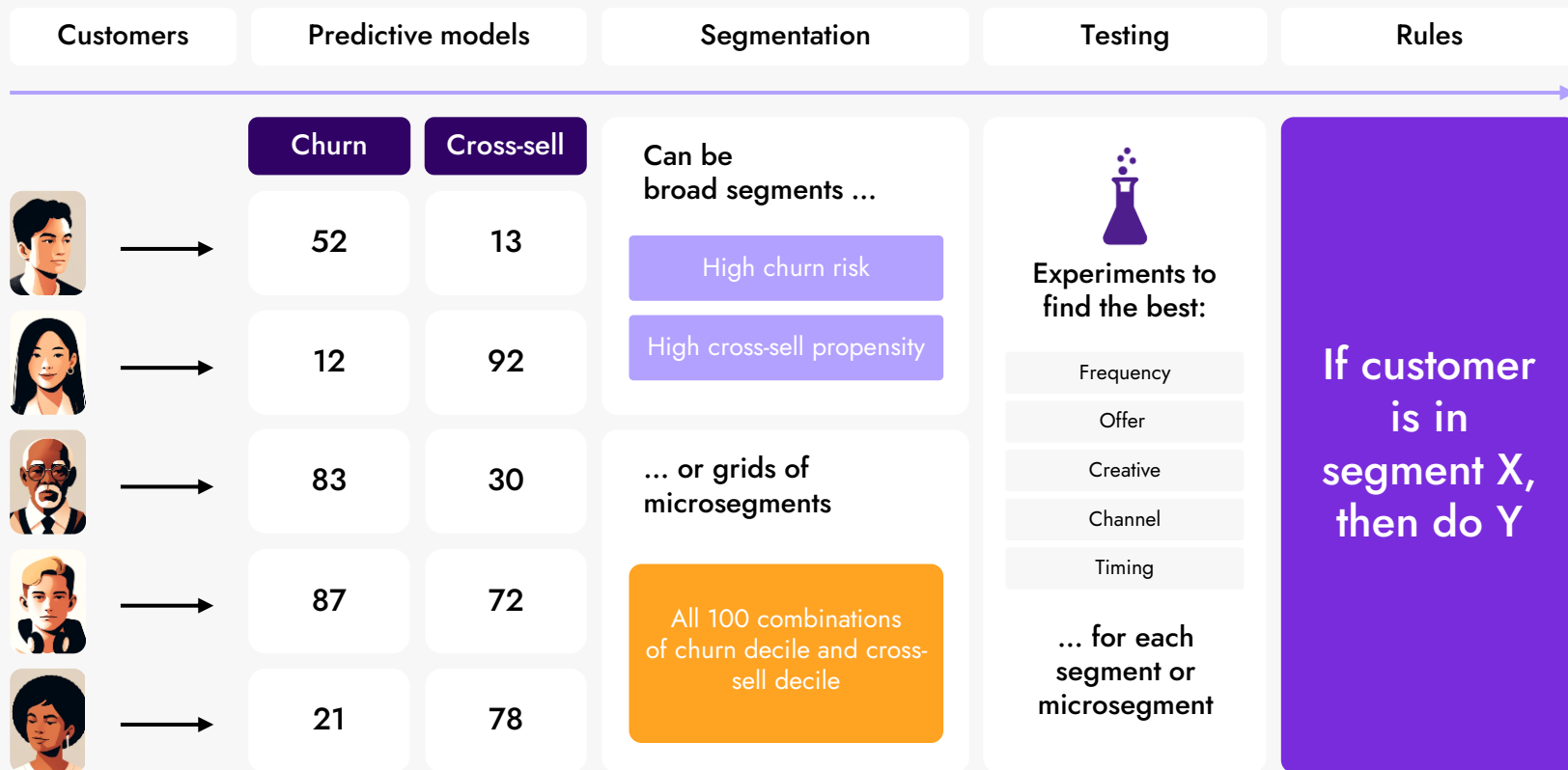
Enable uninstall tracking for this app

Replicate my best sales digitally





The old state of the art in CRM decisioning: "Next Best Action"

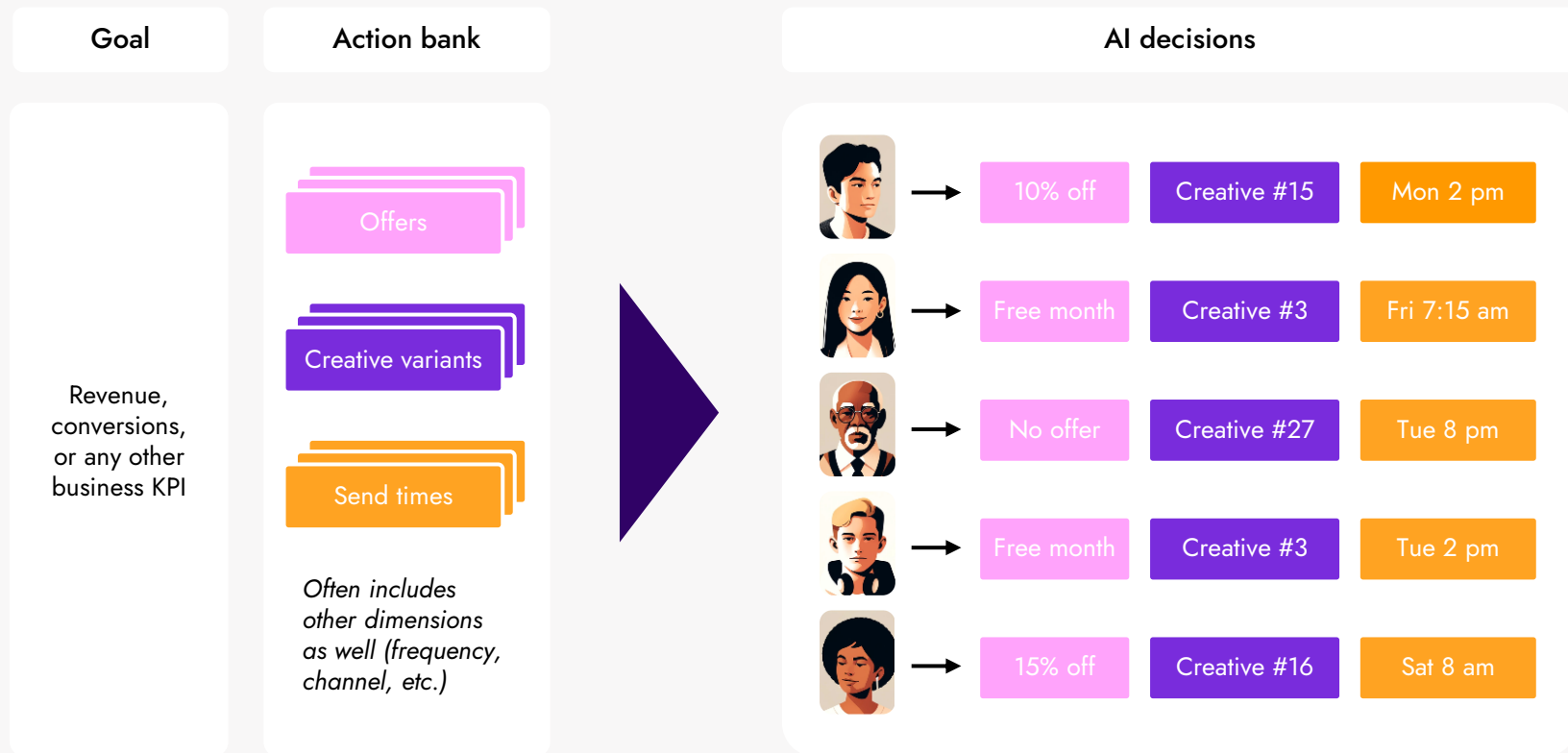


It's Good. But has caveats.

- Takes **too long** to answer questions
- Can't address **all levers** (channel, timing, frequency, message, product, incentive, etc.)
- Too labor-intensive to test at a **microsegment** level
- Doesn't **personalize** within each (micro)segment
- Unclear if results hold **over time** or in **different contexts**



AI decisioning agents choose optimal actions for each customer



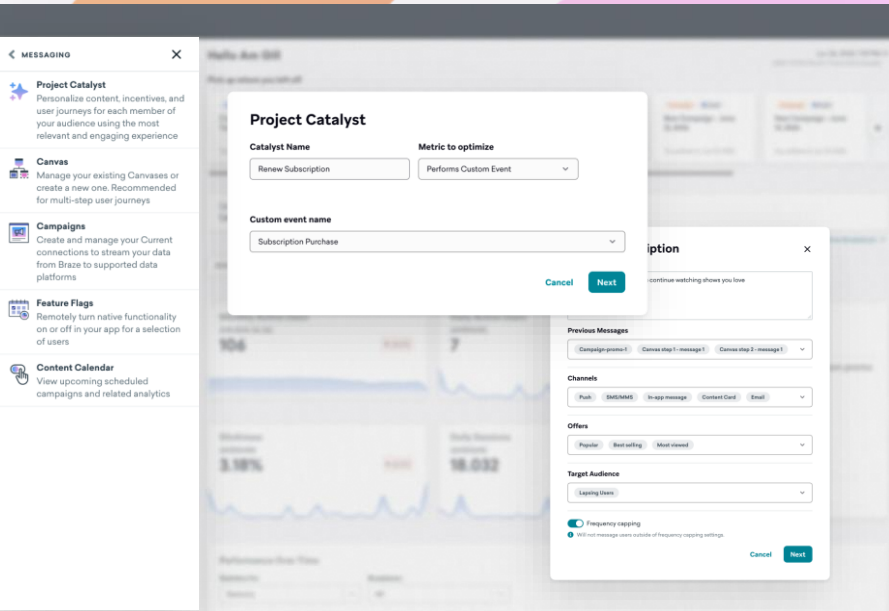
Coming Soon!

Project Catalyst

Beta H1 2025

Project Catalyst: How it Works

- 01 Input the goals and guidelines of an initiative, across journey, content, item recommendations and Incentives
- 02 System generates hundreds of potential journeys, content, items, and incentives
- 03 Optimization models tests different combinations and tailors the experience to each individual



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Thank You