

# Panel Discussion | [AI & Personalisation]

## Next-Level Customer Relationship Management: Personalisation in the Digital Era



**APPLE CHANG**

Director, Marketing  
**Dragon Edge Group**



**PATRICK SEVA GAERLAN**

Head of Growth  
Enablement & MarTech  
**AIA Philippines**



**KATRINA NAVARRO**

Director, Growth  
**UnionDigital Bank**



**GREG ANONAS**

Director, Marketing  
**Emperador Distillers, Inc.**



**MARC PALOMARES**

Partnerships Account Manager  
**Rakuten Viber**

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**Which area do you think AI is currently making the biggest impact in personalisation?**

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## Question 1

**How has AI transformed the personalisation landscape, and what are the most impactful use cases today? How can organisations leverage AI-driven personalisation in day-to-day customer engagement?**



Q&A

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## Question 2

**What are the key challenges businesses face when implementing personalisation strategies, and how can these be effectively overcome?**



Q&A



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### Question 3

**Where should companies begin their personalisation journey, how can they scale it over time, and what does “next-level” personalisation look like?**



Q&A

Grab attention

Repeat

Qualify the interest

Collect  
feedback

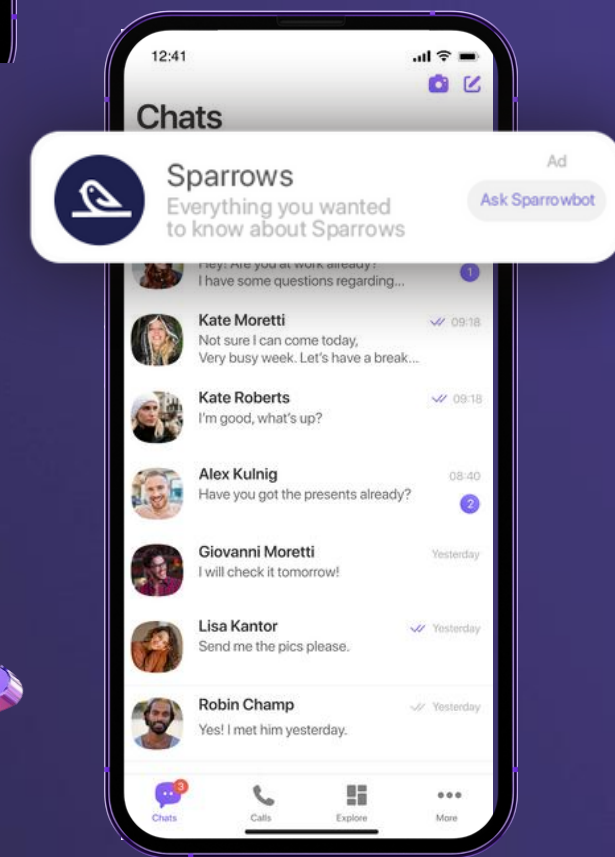
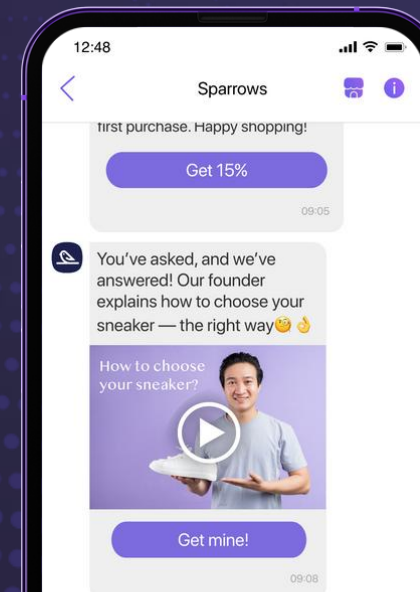
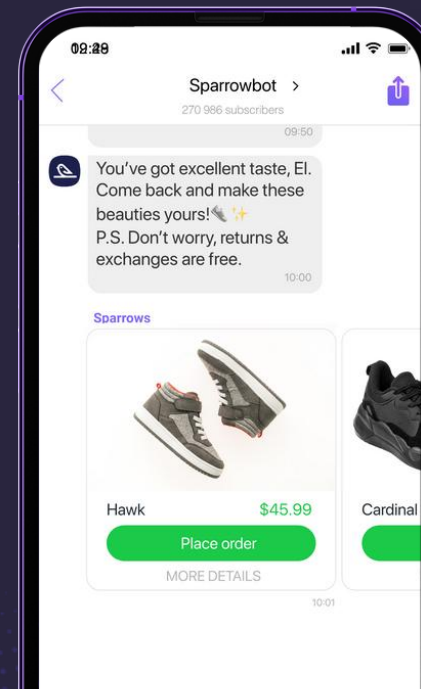
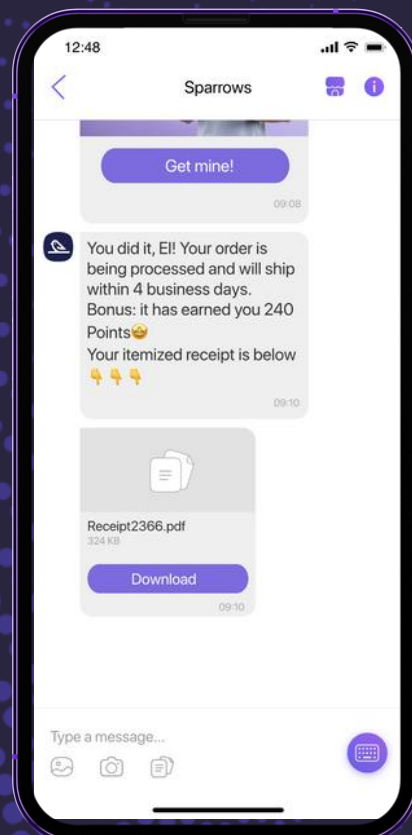
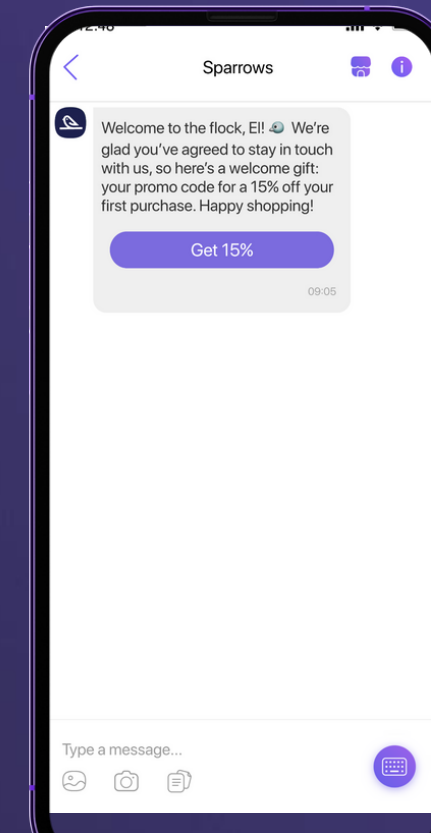
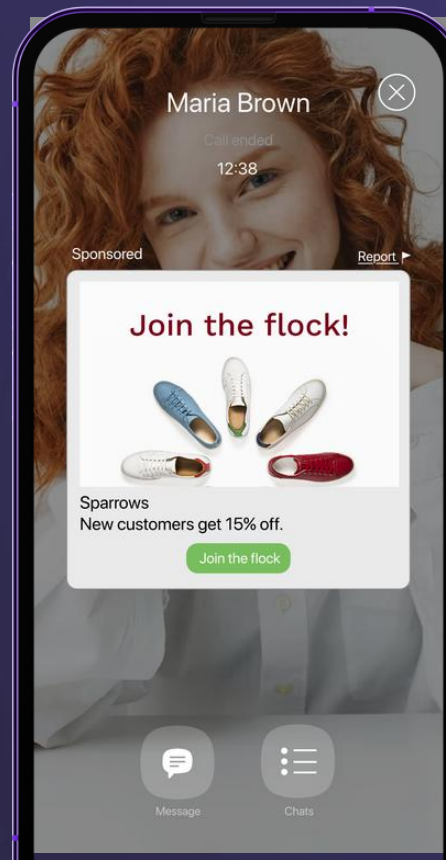
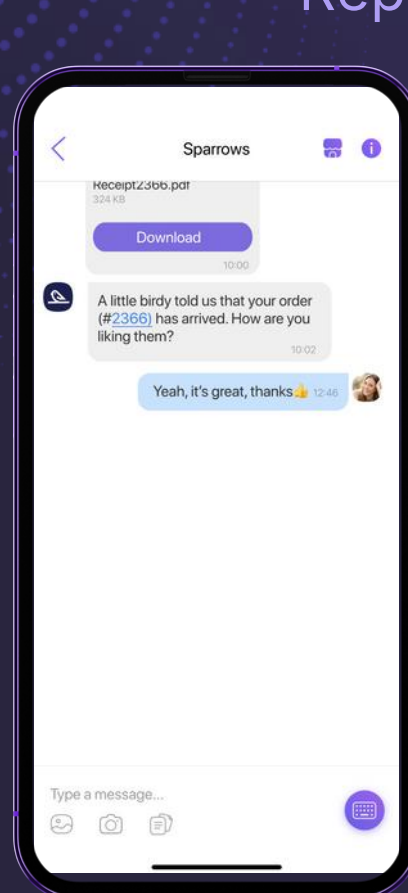
Re-target

# From awareness to loyalty: all-in-app marketing funnel

Provide  
24/7 sales  
support

Convert  
Fast & easy

Provide additional  
information to drive  
engagement





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## Roundtable Discussion



Q&A

1. How is your industry currently using (or planning to use) AI for customer personalisation and what impact have you seen so far?
2. What's been the biggest hurdle in implementing personalised experiences? Is it data, tools, internal alignment, or something else?
3. If you were to take your personalisation strategy to the "next level" this year, what would that look like, and what's the first step you'd need to take?

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