THE MARTECH SUMMIT | LONDON

B2C MARKETING

GenAI & Customer Experience

Building Trust as GenAI Transforms the Customer Journey



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Beat Games (Meta)



Jonathan Page

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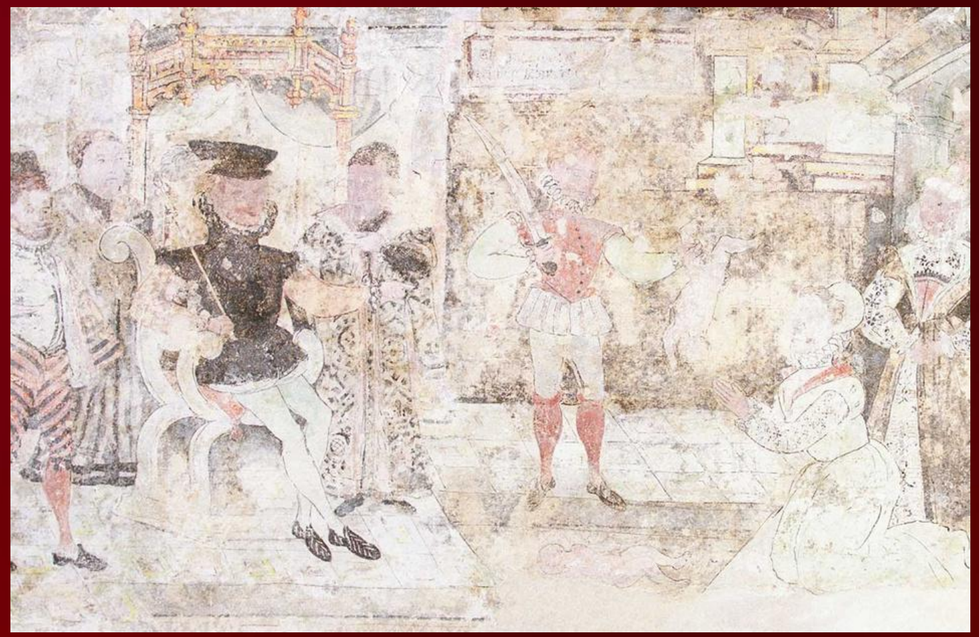
Lead Panelist

Heather Hurd

Director of Corporate Audience Marketing
Elsevier

Jonathan’s Forge



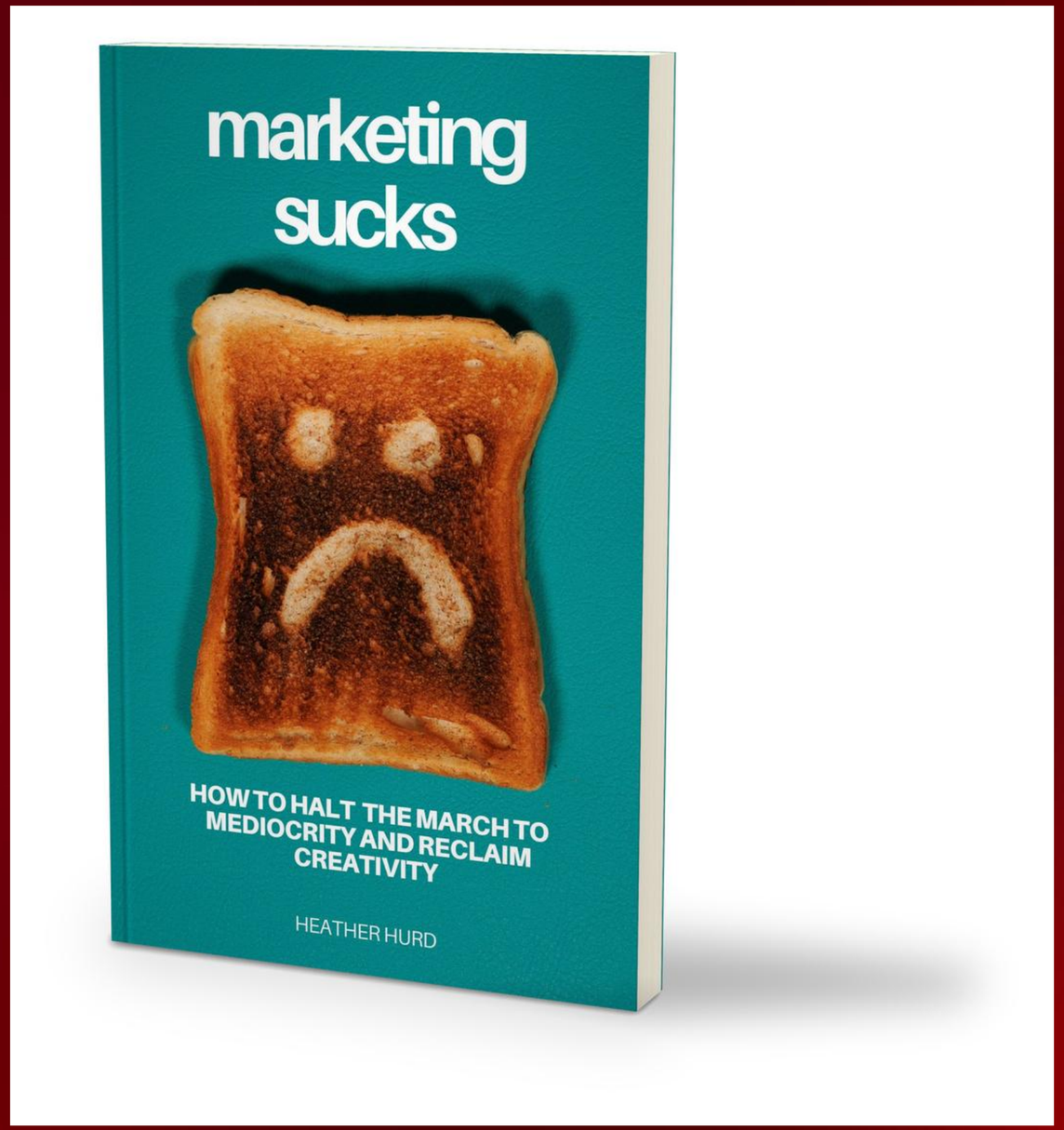




Pooja’s Journeys



Heather’s Book



How to Halt the March to Mediocrity and Reclaim Creativity

Do not edit
How to change the design



What is the threshold of GenAI - tolerance in your orgs customer journey?

The Slido app must be installed on every computer you're presenting from

slido

[GenAI & Customer Experience] Building Trust as GenAI Transforms the Customer Journey

Q&A

Question 1

When has GenAI created a tension between improving customer experience and protecting trust, and what did you learn?

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Q&A

Question 2

How are you using GenAI to improve customer experience and build trust at scale?

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Q&A

Question 3

How do you balance AI autonomy with human oversight to build customer trust and ensure accountability?

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