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The Customer Experience Revolution in the AI Era

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There's never been a better time to be a better marketer.™

In every organization, executives are asking....

> What's our AI strategy?

> What are we doing with AI?

> What's your ROI plan?

AI is peak priority for marketing in 2024

BRANDS

DIGIDAY

Marketing Briefing: Coca-Cola's senior director of generative AI Pratik Thakar on why the brand believes 'AI is making everyone an artist'

September 5, 2023 • 8 min read

TECH

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AI AND MACHINE LEARNING

2024 Marketing Predictions and Insights

aws

AWS for Industries

Exploring the Era of AI: Navigating the Authenticity and Automation Paradox

AGENCIES

WPP and Sprinklr Partner to Bring AI-powered Customer Experience Management Solutions to Global Brands

CONSULTANCIES

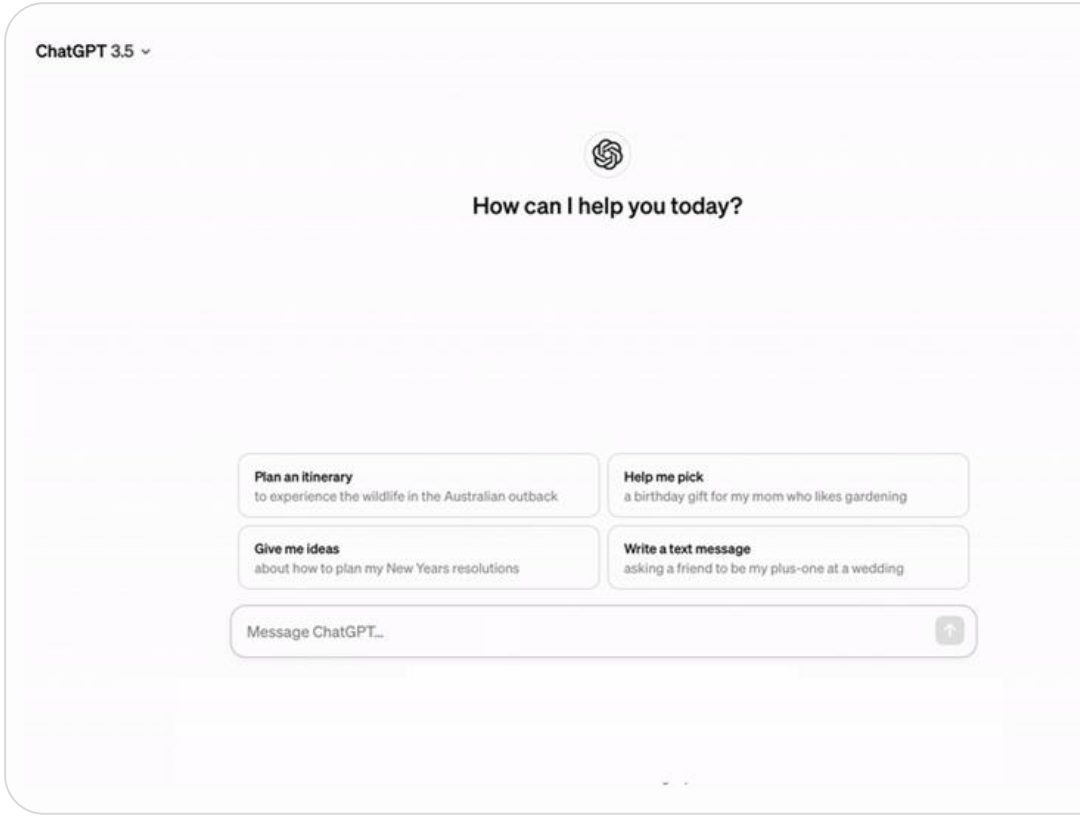
Accenture Song

Trend 2

The great interface shift

How is AI going to change customer experience?

Let's ask AI...



AI is telling us what we already know.
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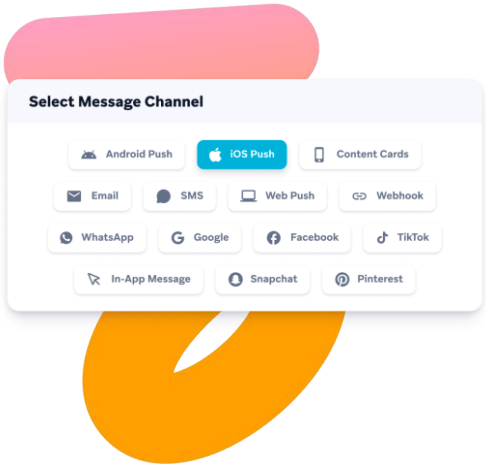
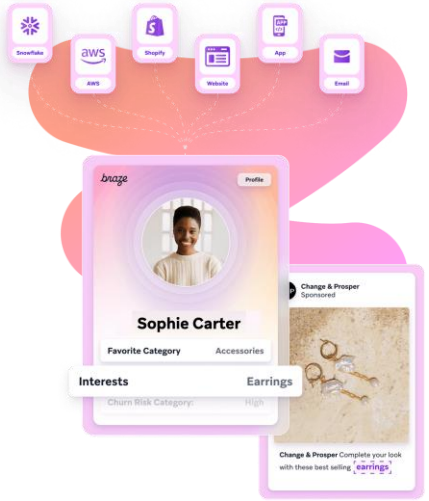
Focus on the Customer!

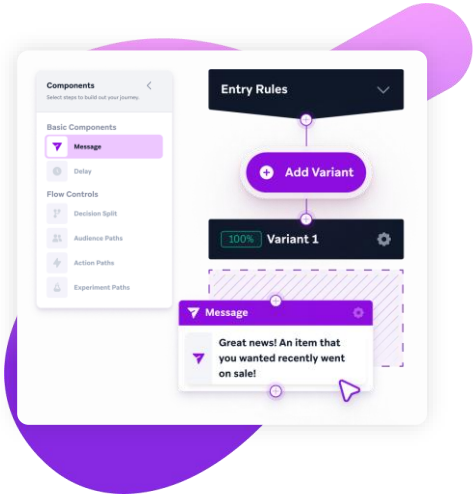
Breaking down silos



Maturing first-party data



Fueling creativity and experimentation



Number one opportunity

HOW MARKETERS WANT TO USE AI

Generate creative ideas (48%)

Source: 2024 Braze Customer Engagement Report

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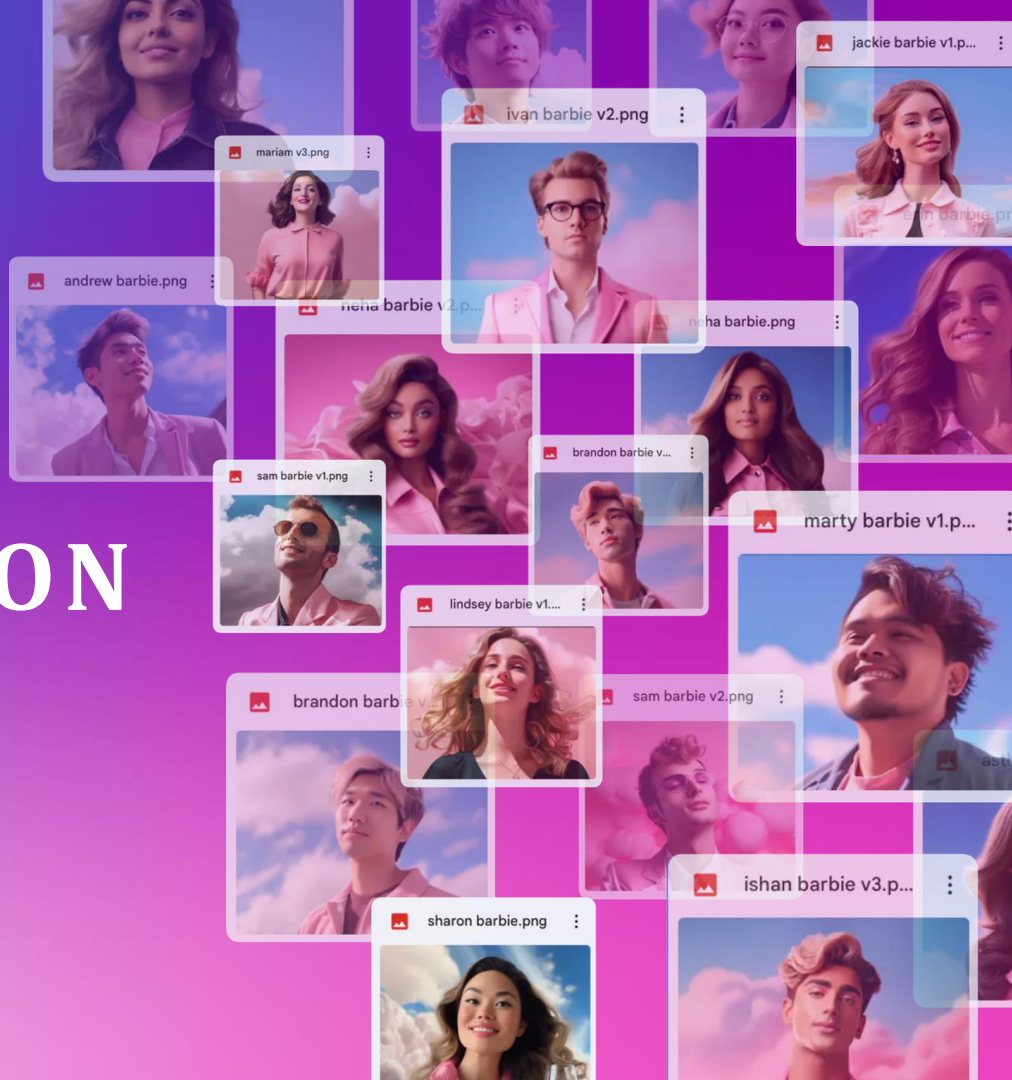
WHAT'S GETTING TRACTION?

PERSONALIZATION

We're obsessed with ourselves!



Whopper AI Generator

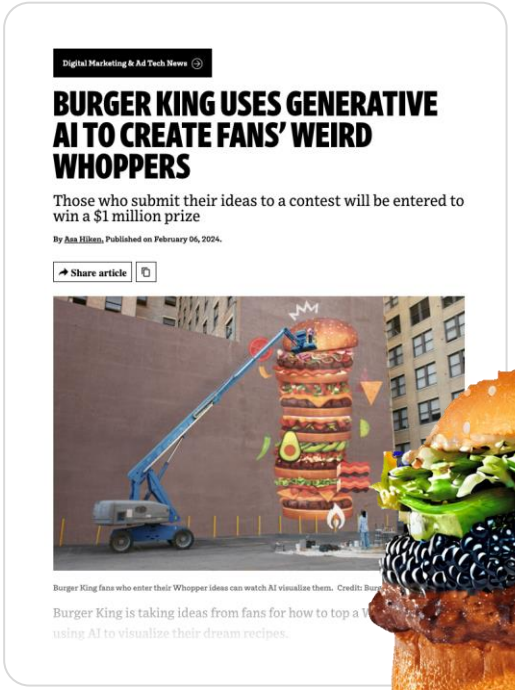
What's the idea

Design a personalized Whopper using Gen AI for a chance to win $1M.

How was A.I. used

Using the BK app or website, people were invited to submit creations with up to eight ingredients. AI created a visual preview, complete with a jingle and background that was shareable across social.

GENERATIVE AI


Digital Marketing & Ad Tech News

BURGER KING USES GENERATIVE AI TO CREATE FANS' WEIRD WHOPPERS

Those who submit their ideas to a contest will be entered to win a $1 million prize

By Asa Hiken, Published on February 06, 2024.

Share article

Burger King fans who enter their Whopper ideas can watch AI visualize them. Credit: Burg

Burger King is taking ideas from fans for how to top a W
using AI to visualize their dream recipes.

Colgate: Smile Generator

What's the idea

Help people to smile freely

How was A.I. used

Colgate used an image recognition tool to map and integrate the user's smile into six front teeth into Colgate's logo

OBJECT RECOGNITION

Reference/Case Study:

https://www.campaignasia.com/article/using-ai-to-combat-smile-shame-inside-colgates-drive-to-improve-mental-health/492093

ADVANCED EXAMPLE

Mercado Libre: Real Street Style

What's the idea

Learn Street Style of a city down to the block where it's worn.

How was A.I. used

Analysed big data of most sold sports items and machine learning to group it by country, city and streets to generate 5000 different looks - which customers had already bought one piece recently.

LARGE LANGUAGE MODELS

GENERATIVE AI

Reference/Case Study:

https://www.oneclub.org/awards/theoneshow/-award/48117/real-street-style

Don’t just look for a gimmick!

Customer Value = **Business Value**

Revenue for "devotees" is more than **50% higher** than the average among all other customers

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Source: Delight The Right Customers To Build A Successful Business Forrester report; Base: 101,341 US online consumers (18+) who interacted with a specific brand within the last 12 months

Consider local nuance & sentiment

Which country country is the most excited to gain more creative time as a result of AI?

- UK
- Mexico
- Spain
- France
- Germany

Source: 2024 Braze Customer Engagement Report

Consider local nuance & sentiment

Which country country is the most excited to gain more creative time as a result of AI?

UK - 92% **(highest in europe)**
Mexico - 95% (highest globally)
Spain - 87%
France - 56%
Germany - 58%

Source: 2024 Braze Customer Engagement Report

As well as local sensitivities

Which countries are most averse to AI because of the lack of emotional and cultural context that marketing requires?

France
Indonesia
Germany
Spain

Source: 2024 Braze Customer Engagement Report

As well as local sensitivities

Which countries are most averse to AI because of the lack of emotional and cultural context that marketing requires?

France - 47% (highest in europe)

Indonesia - 47%

Germany - 42%

Spain - 13%

Source: 2024 Braze Customer Engagement Report

How can creativity thrive?

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Leaders* must create the right internal conditions

Same Old Barriers:

Emphasis on KPIs inherently inhibits a focus on creativity (42%)

Too much time spent on business-as-usual execution and tasks (42%)

Lack of technology to execute creative ideas (41%)

Hard to demonstrate ROI impact of creativity (40%)

**Cross-Functional leaders and not just Marketing*

Source: 2024 Braze Customer Engagement Report

Key Takeaways

1

Customer Centricity

All good aspects of AI come from data. Don’t get caught up by gimmicks, stay focused on your strategy and ways to create value for customers. Keep your teams aligned cross-functionally and compliant.

2

Embrace Creativity

Once your foundations in place, the true opportunity is learning how customers engage with your brand. This should inspire ideation and future marketing campaigns. Consider local nuances towards AI.

3

Inspiration is Everywhere

There are so many different industries launching a variety of AI-Inspired Campaigns. Grab the valuable nuggets and get inspired about your category.

Gracias!

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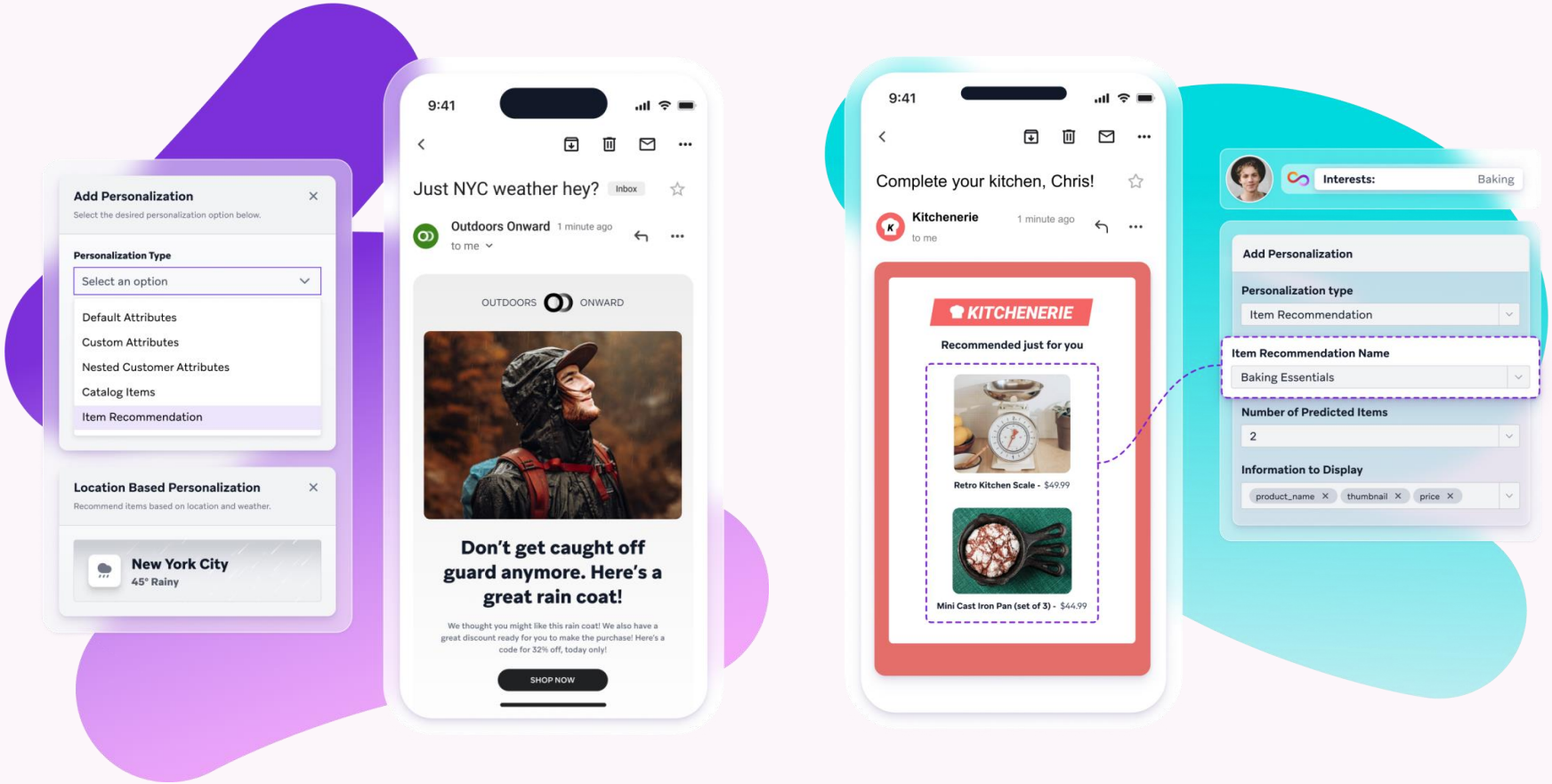
Add Personalization
Select the desired personalization option below.
Personalization Type
Select an option
Default Attributes
Custom Attributes
Nested Customer Attributes
Catalog Items
Item Recommendation
Location Based Personalization
Recommend items based on location and weather.
New York City
45° Rainy
9:41
Just NYC weather hey?
Inbox
Outdoors Onward
1 minute ago
to me
OUTDOORS ONWARD
Don't get caught off guard anymore. Here's a great rain coat!
We thought you might like this rain coat! We also have a great discount ready for you to make the purchase! Here's a code for 32% off, today only!
SHOP NOW
9:41
Complete your kitchen, Chris!
Kitchenerie
1 minute ago
to me
KITCHENERIE
Recommended just for you
Retro Kitchen Scale - $49.99
Mini Cast Iron Pan (set of 3) - $44.99
Interests:
Baking
Add Personalization
Personalization type
Item Recommendation
Item Recommendation Name
Baking Essentials
Number of Predicted Items
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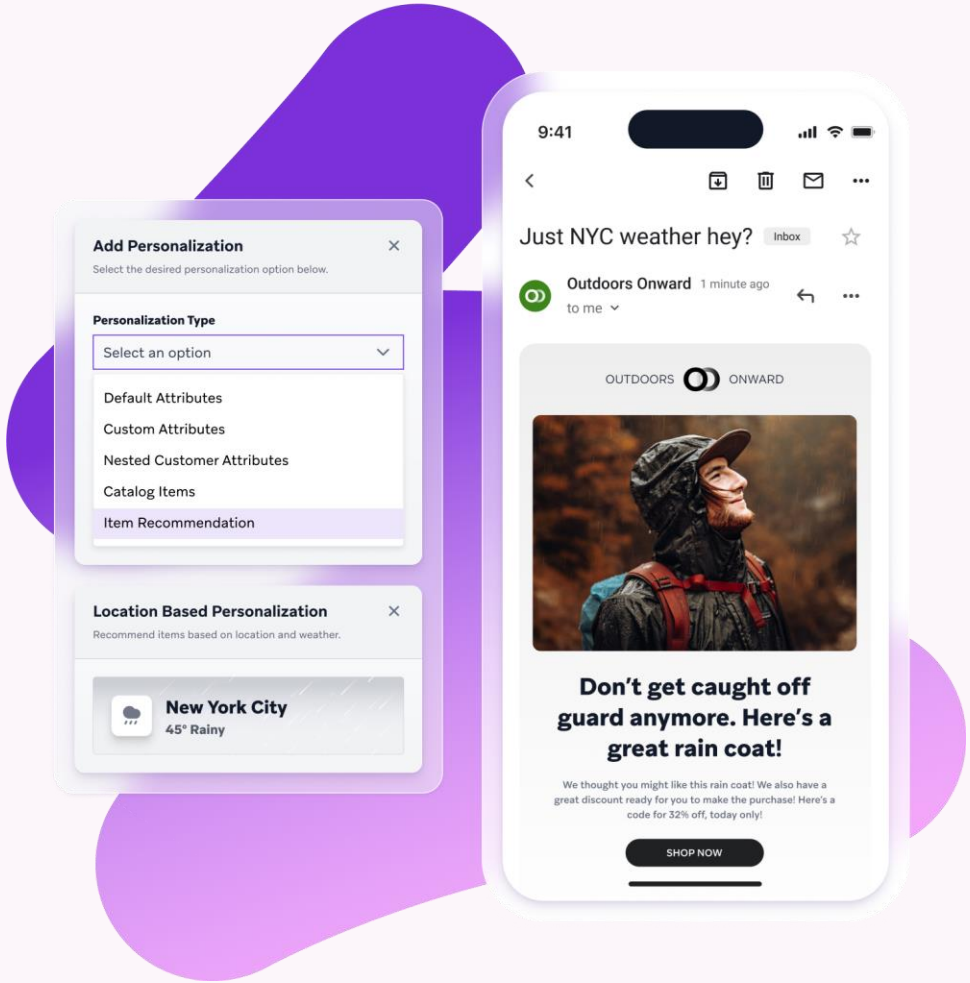
Information to Display
product_name
thumbnail
price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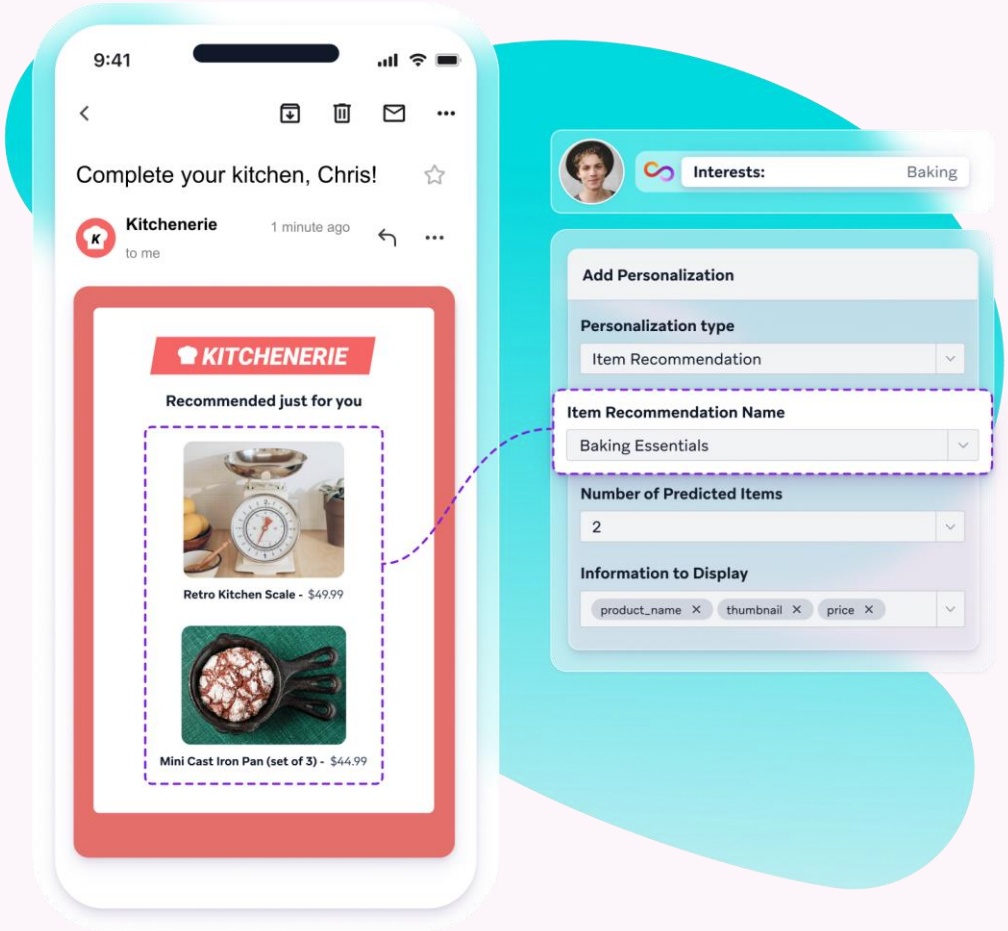
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Baking
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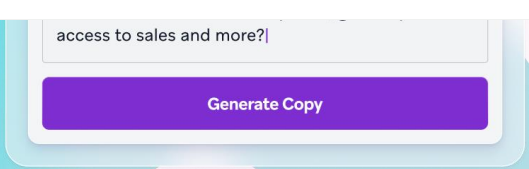
Number of Predicted Items
2
Information to Display
product_name
thumbnail
price

4. Which of the following best describes how the teams and/or departments at your company are evaluated on customer engagement success?

		MARKET										
	TOTAL	UNITED STATES	UNITED KINGDOM	FRANCE	GERMANY	INDONESIA	SINGAPORE	JAPAN	AUSTRALIA/NEW ZEALAND (ANZ)	SOUTH KOREA	SPAIN	UAE/DUB
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	
Total	1900	300	200	100	100	100	200	200	200	100	100	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	1
Mostly team-focused, with each team or department evaluated for its part	578	90	60	29	42	30	48	69	54	27	33	
	30%	30%	30%	29%	42%	30%	24%	35%	27%	27%	33%	
	G				BCGIJA			G				
A mix, with a single definition of success across the company split out based on the role each team played	930	145	94	44	41	46	120	89	101	58	47	
	49%	48%	47%	44%	41%	46%	60%	45%	51%	58%	47%	
							BCDEFHKLMA			DEHL		
Company-wide, with a single definition of cross-functional success across all teams	392	65	46	27	17	24	32	42	45	15	20	
	21%	22%	23%	27%	17%	24%	16%	21%	23%	15%	20%	
	N	N	N	GJN		N		N	N			
**********												
ACTIVATE (NET)	578	90	60	29	42	30	48	69	54	27	33	
	30%	30%	30%	29%	42%	30%	24%	35%	27%	27%	33%	
	G				BCGIJA			G				
ACCELERATE (NET)	930	145	94	44	41	46	120	89	101	58	47	
	49%	48%	47%	44%	41%	46%	60%	45%	51%	58%	47%	
							BCDEFHKLMA			DEHL		
ACE (NET)	392	65	46	27	17	24	32	42	45	15	20	
	21%	22%	23%	27%	17%	24%	16%	21%	23%	15%	20%	
	N	N	N	GJN		N		N	N			

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/BCDEFGHIJKLMN
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Base sizes under 100 are directional findings only.



AI Image Generation

Generate unique, high quality, eye catching imagery powered by DALL-E.

Car in a field of flowers

Generate Image

AI Copywriting Assistant

Description

Simply type or paste in a service or product description for your prompt.

Big summer sale special on rentals

Output Language

English

Output Lenght

Short (Push, SMS, Subject Line)

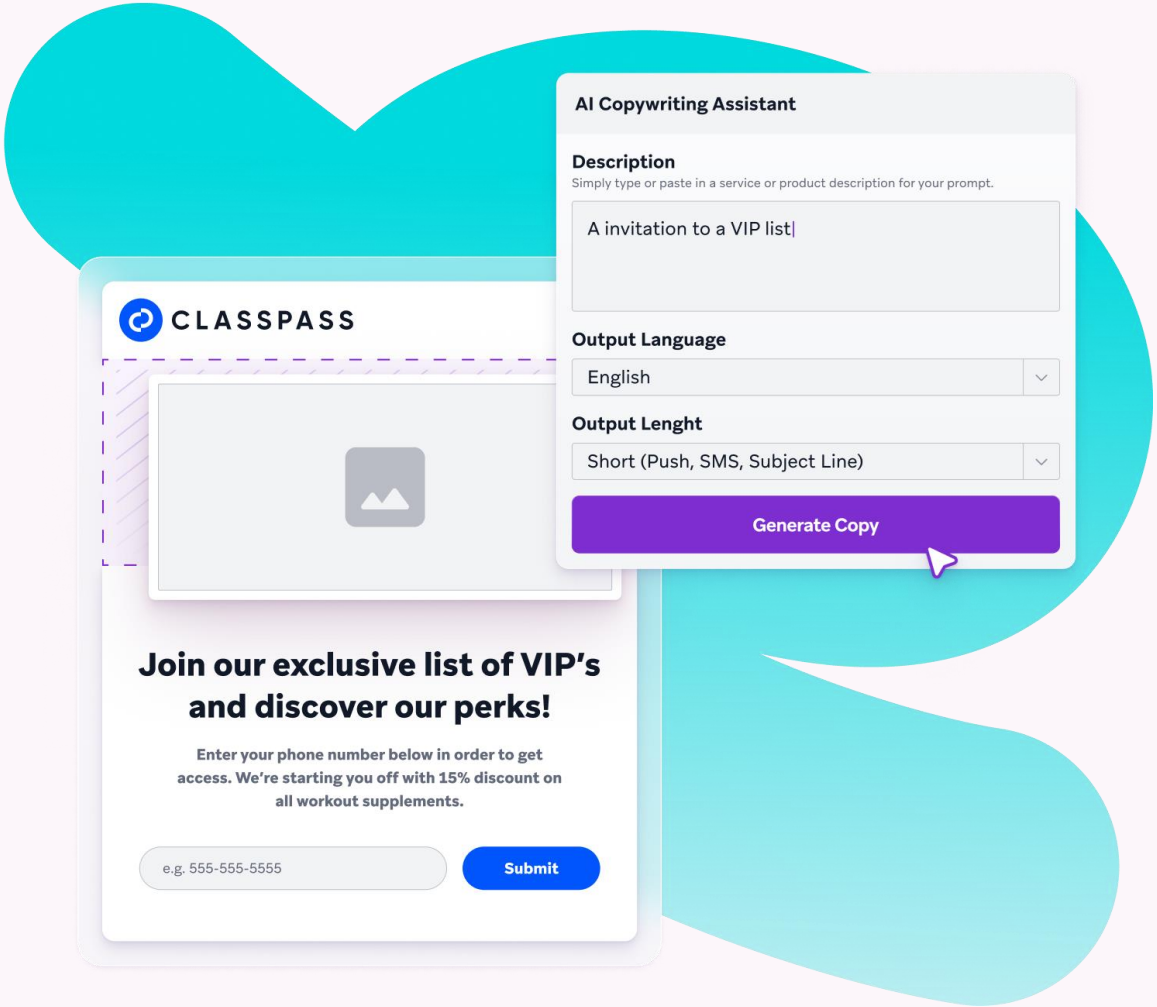
Generate Copy

Our Summer Special Has Arrived!

Planning your big summer trip? We've got you covered with new and hot cards at cool prices for this summer!

Book Your Ride Today

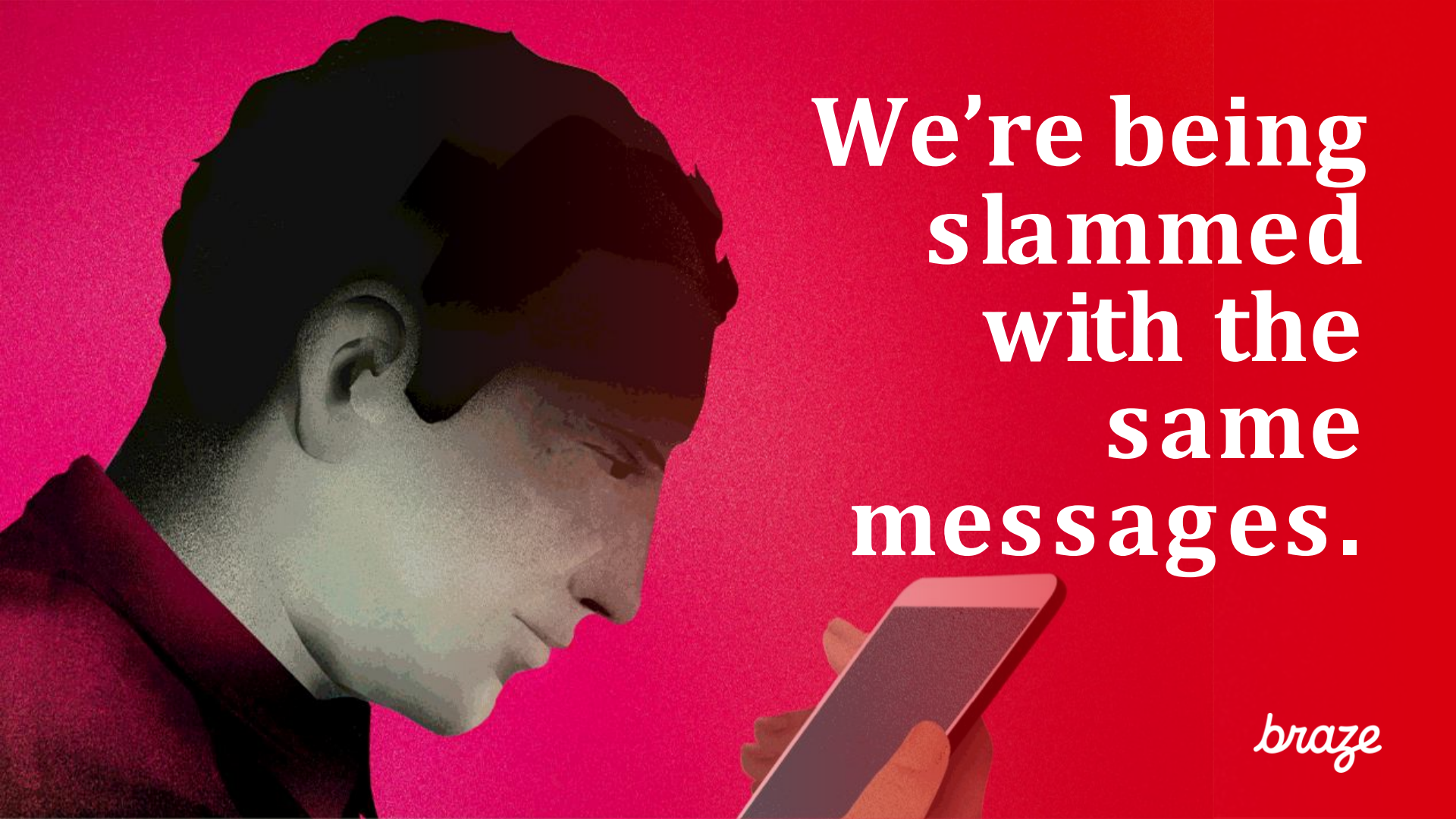
In-App Messages


AI Copywriting Assistant
Description
Simply type or paste in a service or product description for your prompt.
A invitation to a VIP list
Output Language
English
Output Lenght
Short (Push, SMS, Subject Line)
Generate Copy
CLASSPASS
Join our exclusive list of VIP's and discover our perks!
Enter your phone number below in order to get access. We're starting you off with 15% discount on all workout supplements.
e.g. 555-555-5555
Submit

Nobody Got Fired for Spending (Even More) on Digital and Tech

The period of more lasted for quite a long time. Digital is a hungry beast after all, with a seemingly unending array of alluring tools, tech, talent, and channels. I became a marketing analyst back in early 2016 — a time when martech and digital channels accounted for a serious chunk of total marketing budgets. At that time, our annual CMO Spend and Strategy Survey reported average enterprise marketing budgets at a whopping 12.1% of company revenue. More than a quarter of the total marketing budget was allocated to technology in 2016, and each of the top three channels ranked by spend were digital.

While 2016 may have represented a high watermark in terms of total marketing budget, it certainly wasn't an outlier — indeed, technology spend as a proportion of total marketing budgets peaked at almost a third (29.2%) of marketing budgets in 2018. And marketing budgets averaged an impressive 11.2% of company revenue between 2016 and 2020.


We’re being slammed with the same messages.
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Why

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