

7 OCTOBER 2025 | HOTEL NIKKO BANGKOK | #DDSUMMIT



Panel Discussion

Personalisation with ML

Building Personalised Experiences at Scale: Leveraging Data to Create Intuitive Customer Journeys



More Info



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Vice President, Head of Data
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**JASON
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Country Service Line Leader,
Customer & Employee Experience
Ipsos

Lead Panellist



How advanced is your organisation's personalisation strategy?



The [Slido app](#) must be installed on every computer you're presenting from

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QUESTION 1

What does personalisation at scale look like in practice, and how are organisations in Thailand approaching it today?



Q&A

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QUESTION 2

How are machine learning and journey analytics helping businesses anticipate customer needs and deliver more intuitive experiences?



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QUESTION 3

What are the key data sources and signals that power effective personalisation, and how do you ensure they're accurate and timely?



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What's your biggest challenge in delivering personalised experiences at scale?



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QUESTION 4

How can businesses balance automation with human touch to maintain authenticity and trust in personalised experiences?



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QUESTION 5

What advice would you give to organisations just starting to scale their personalisation efforts using AI and ML?



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QUESTION 6

What are the key data sources and signals that power effective personalisation, and how do you ensure they're accurate and timely?



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Q&A

Submit your questions here!

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