7 OCTOBER 2025 | HOTEL NIKKO BANGKOK | #DDSUMMIT

DATA DEMYSTIFIED SUMMIT

Panel Discussion

Personalisation with ML

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



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More Info



How advanced is your organisation's personalisation strategy?



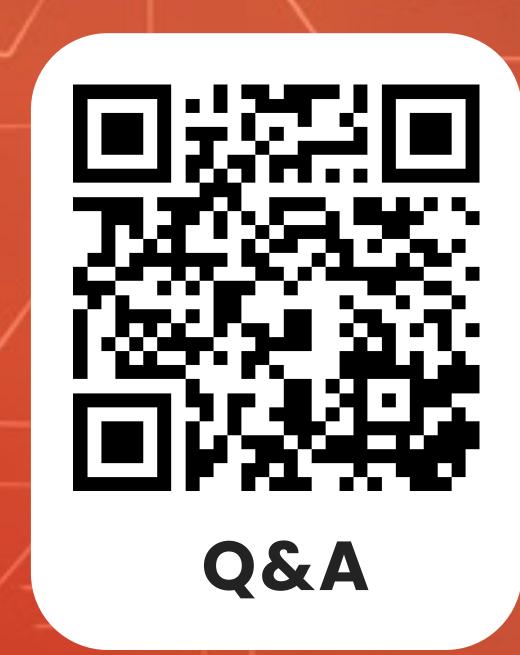




Building Personalised Experiences at Scale: Leveraging Data to Create Intuitive Customer Journeys

QUESTION 1

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







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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?





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



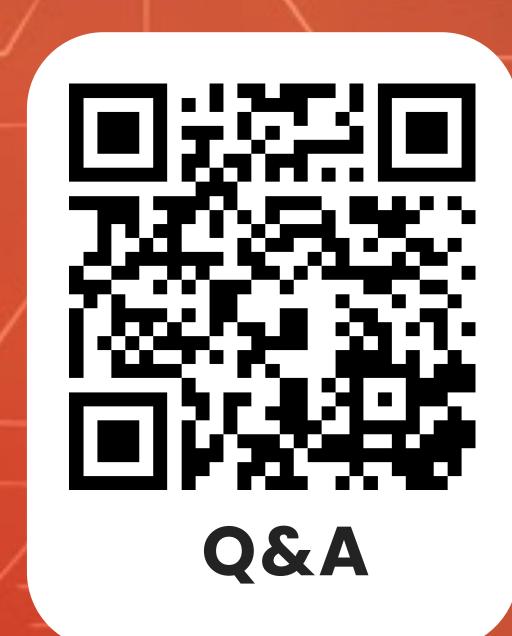




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QUESTION 4

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 Al and ML?



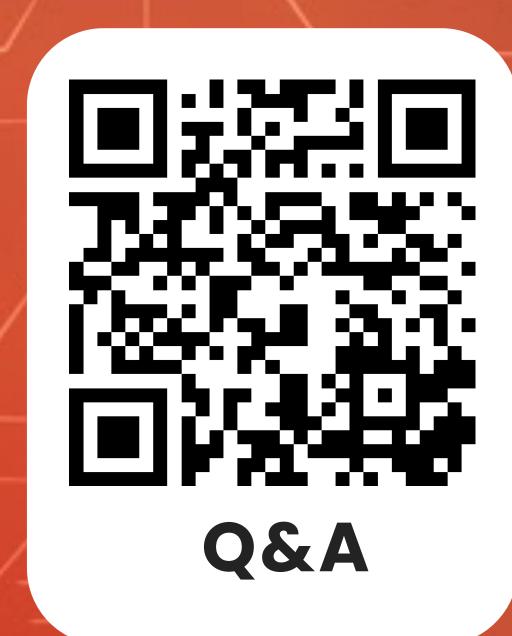




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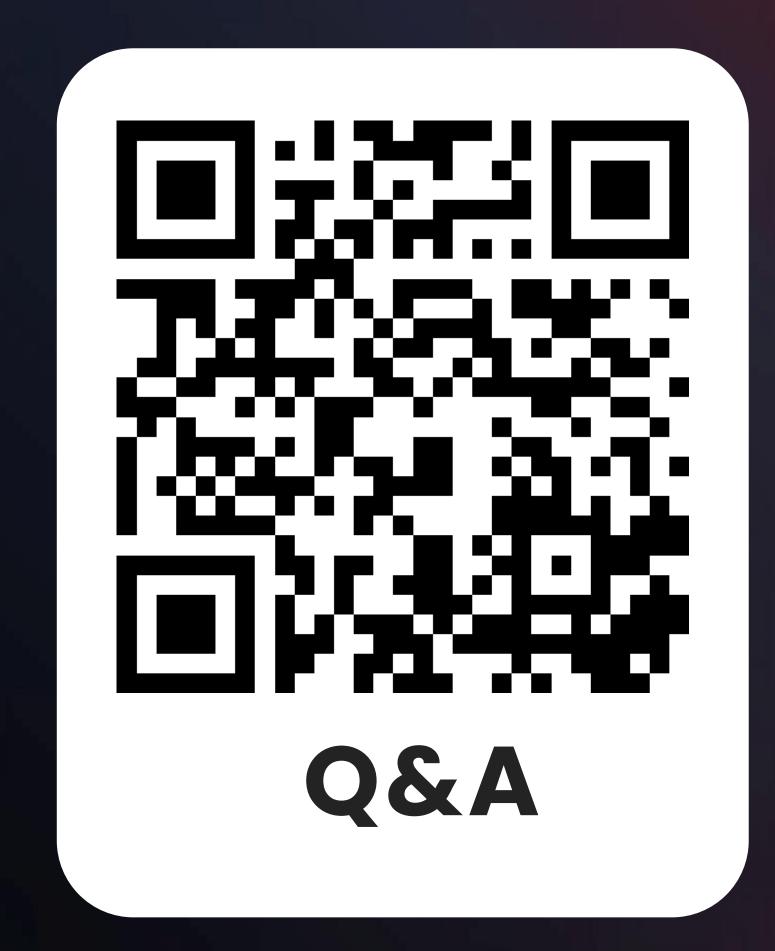
QUESTION 6

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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Submit your questions here!