

AI & Customer Experience

**Advanced Analytics, MLOps & Responsible AI for Customer
Engagement**



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How are you currently using AI tools in your daily work?

Question 1

How can AI and MLOps platforms enable real-time customer insights and power effective next-best-action strategies?



Q&A

Question 2

How do you ensure consumer data protection and decision transparency in your AI projects?



Q&A

Question 3

Which challenges and pitfalls do you experience in your day-to-day work while trying to operationalise AI responsibly in cross team contexts?



Q&A



Q&A

Q&A

Key Takeaways



Discussion Questions

1. Where are you actually using AI in customer engagement today?
2. What's the biggest challenge in turning AI models into something the business actually uses?
3. How do you balance personalisation with privacy?
4. What tools or platforms are you using to make this work?



Q&A