La Cultura dell'Ascolto con focus su CX e AI

Tappa Bergamo: 4 maggio 2023

Benvenuti!

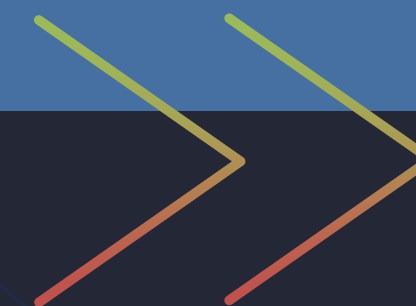# Andrea Girelli

Martech Director OMG

Alla scoperta delle tecnologie di avanguardia che migliorano la CX dei clienti

The Explosive Growth of AI-Powered Technologies

AI-powered technologies have become increasingly important in the marketing industry, helping businesses to improve their customer experience and drive growth.

Personalization: 80% of marketers who have invested in personalization have reported a measurable improvement in their customer engagement and revenue. (Gartner, 2022) #TailoredContent

Chatbots: the global market would reach $10.5 billion by 2026, growing at a CAGR of 23.5% from 2021 to 2026. (Grand View Research, 2023) #CustomerSupport
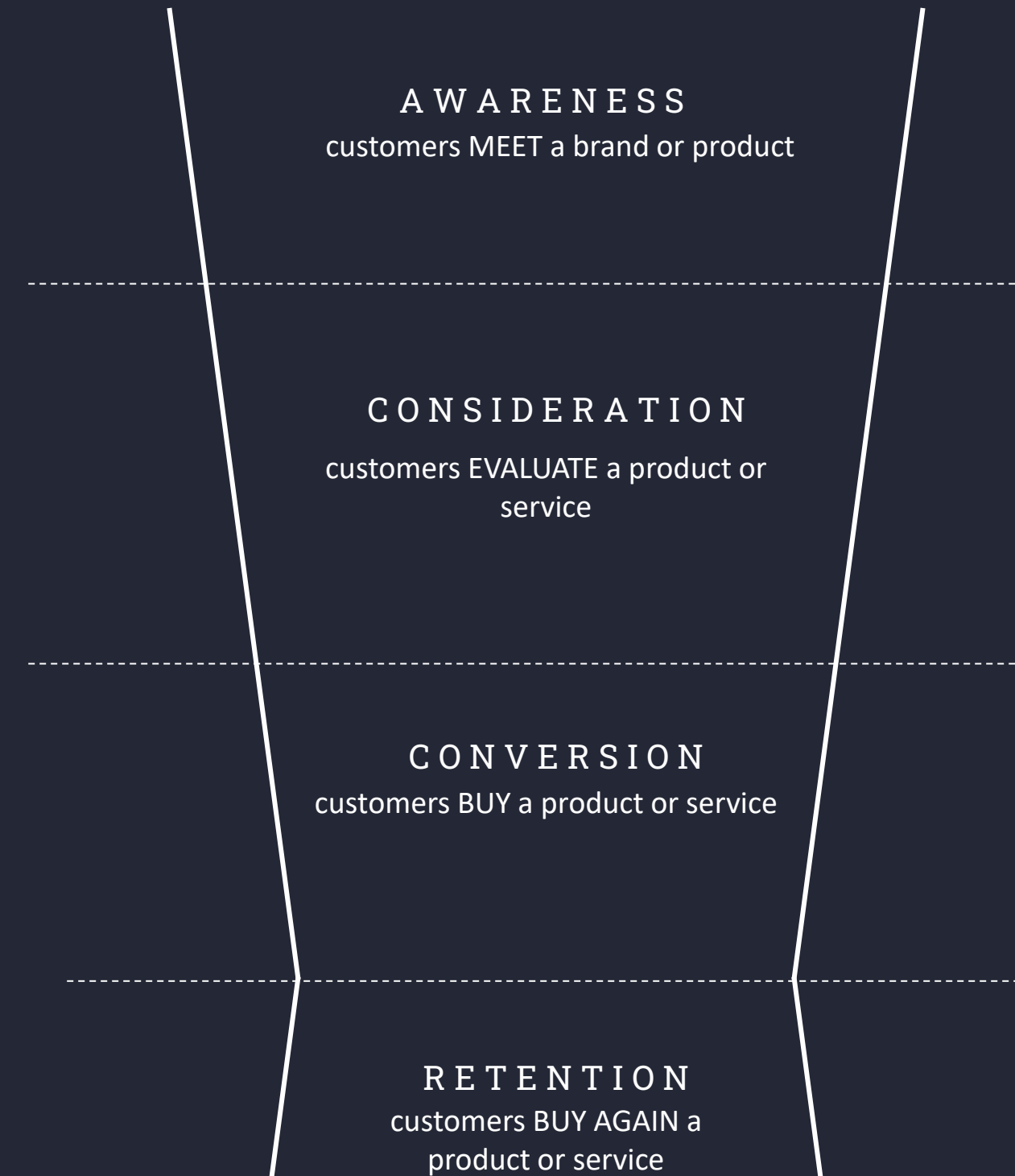
Predictive analytics: global market would grow from $10.9 billion in 2021 to $28.1 billion by 2026, at a CAGR of 20.8%. (MarketsandMarkets, 2022) #ForecastCustomerBehavior, #OptimizeCampaigns, #ChurnRate

Marketing automation: global market is expected to reach $8.8 billion by 2027, growing at a CAGR of 9.8% from 2020 to 2027. (Research and Markets, 2023) #LeadNurturing

AWARENESS
customers MEET a brand or product

CONSIDERATION
customers EVALUATE a product or service

CONVERSION
customers BUY a product or service

RETENTION
customers BUY AGAIN a product or service

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The Future has started Yesterday: AI in the Awareness Stage

▶ Targeting

AI-powered technologies can help businesses identify and target their ideal audience more effectively. By analyzing vast amounts of data, AI algorithms can identify patterns and trends that humans might miss, allowing businesses to create more targeted and personalized marketing campaigns.

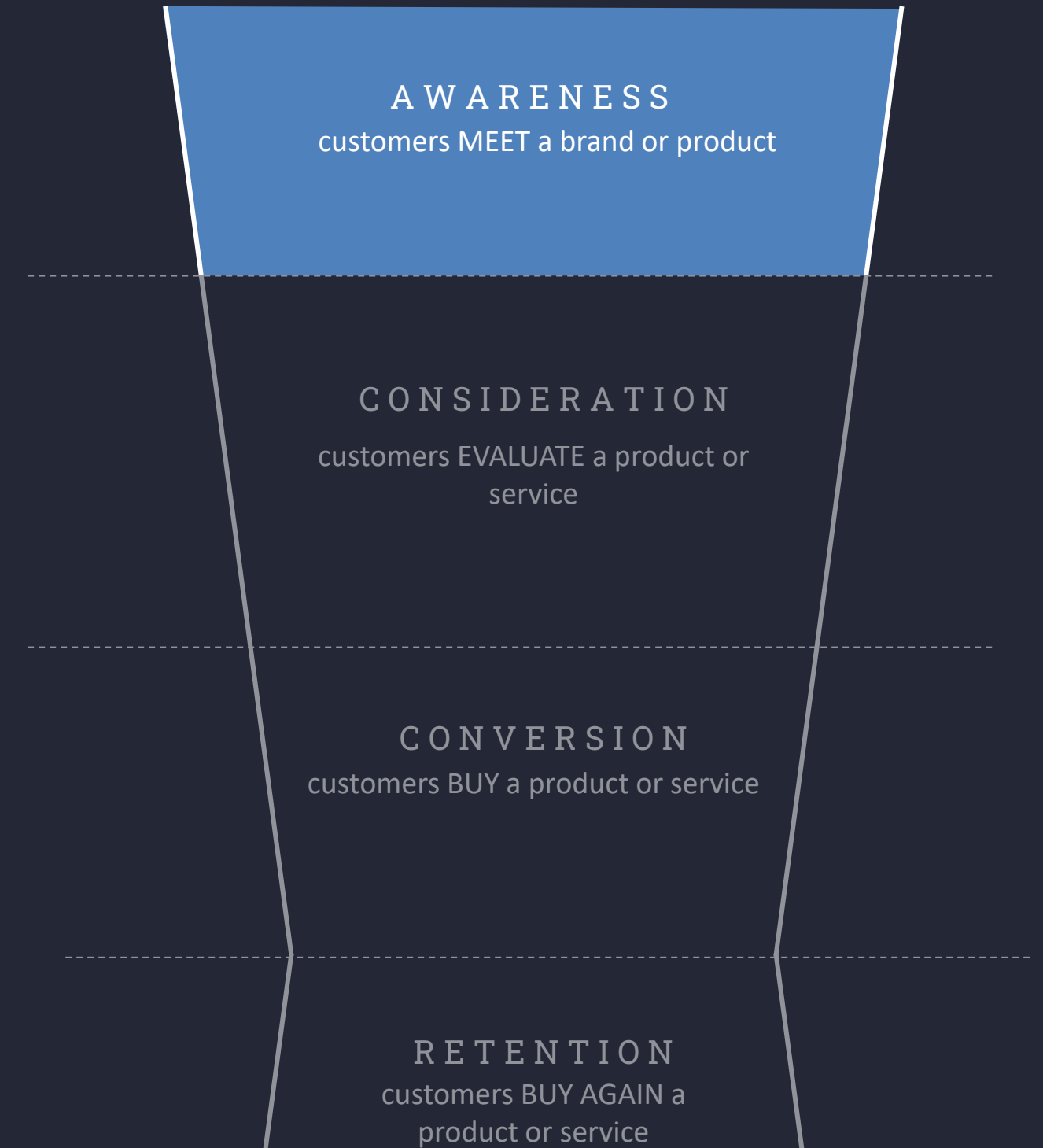#Cokieless, #ContextualAdvertising, #GooglePerformanceMax, #MetaAdvantage+

▶ Search

Chatbots and virtual assistants can provide customers with instant support and information, helping to build trust and engagement. By using natural language processing and machine learning, these tools can provide personalized recommendations and assistance, improving the customer experience and increasing the likelihood of conversion.

#BingChat, #GoogleBard

Dynamic Content

▶ AI-powered content creation tools can help businesses create more engaging and relevant content for their target audience. These tools can generate personalized content recommendations and even create content automatically. This can help businesses to attract and retain the attention of potential customers during the awareness stage of the conversion channel, ultimately leading to higher conversion rates.

#Persado, #Jivox, #Clinch

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Create Personalized Customer Experience in the Consideration Stage

▶ Personalization

Website personalization software use machine learning algorithms to analyze user behavior and data to create personalized experiences for each user. The software can dynamically change the website's content, layout, and messaging to better resonate with each user, increasing the likelihood of conversion.
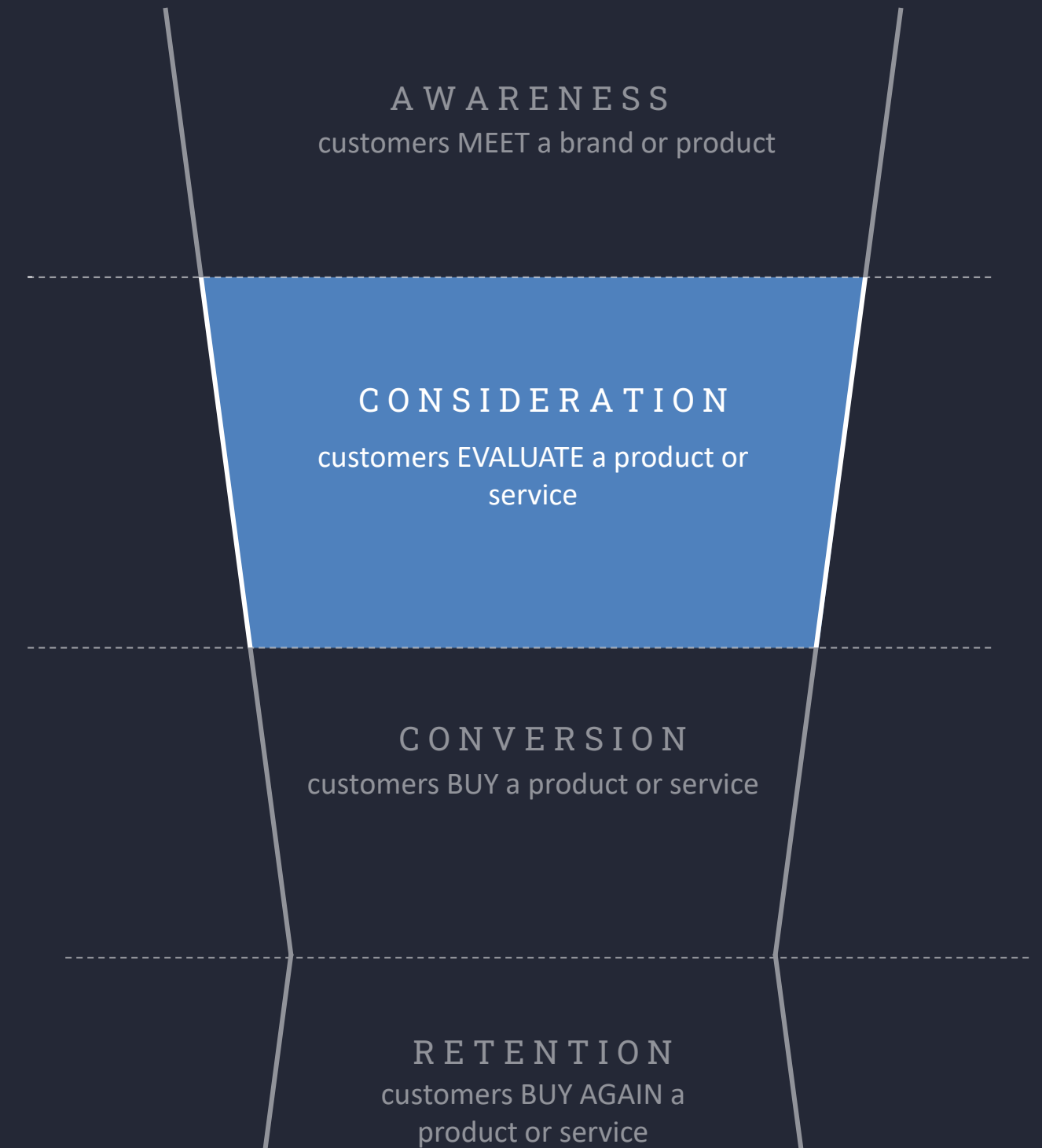
#Fanplayr, DynamicYeld, #CoveoQubit

▶ Supporting Chatbots

AI-powered chatbots can help businesses engage with potential customers in the consideration stage, providing them with personalized recommendations and answering their questions in real-time. By using natural language processing and machine learning, chatbots can provide a seamless and personalized customer experience, helping to build trust and loyalty with potential customers.

#Indigo, #Tars, #Chatfuel

▶ UX Optimization

AI-powered tools can help optimize website content through the use of eye-tracking technology without engaging a panel of people, providing valuable insights into which areas of the website are receiving the most attention. AI-powered tools can analyze this data to identify which elements of the website are most effective at capturing and holding a user's attention, and which elements may be distracting or confusing. #Neurons, #Attention, #Eyetracking

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Maximizing Conversions with AI: A Data-Driven Approach

Recommendation Engine

Recommendation engines use machine learning algorithms to suggest products or services that are most likely to appeal to each user, increasing the likelihood of conversion. AI-powered technologies can also be used for upselling and cross-selling driving the customer to products or services that are complementary to what the user is already purchasing.

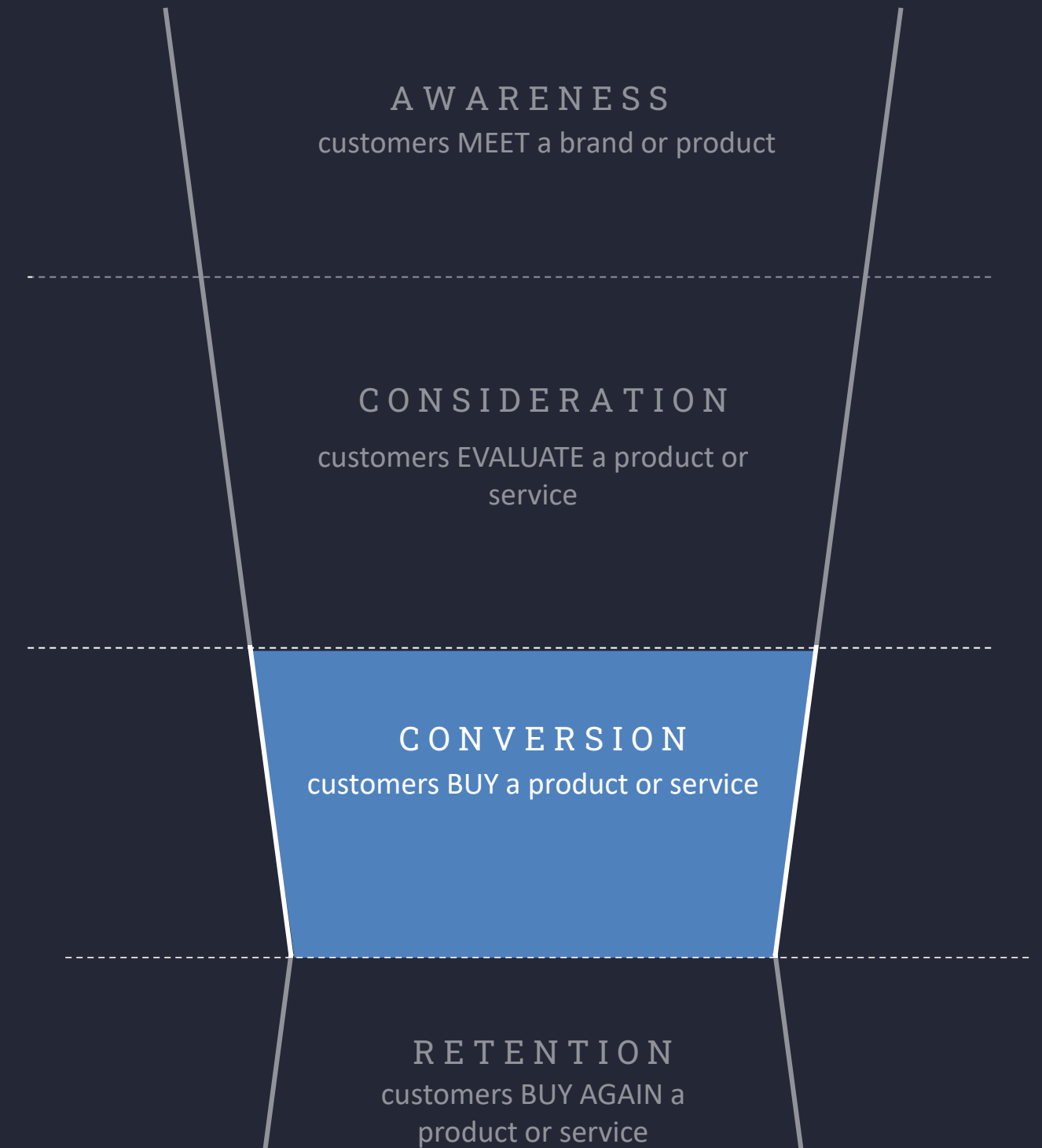#AmazonPersonalize, #Barilliance, #RichRelevance

Pricing Optimization

AI-powered pricing optimization tools can help businesses to optimize their pricing strategies during the conversion stage, ensuring that customers are presented with the most attractive pricing options and increasing the likelihood of a successful conversion.

#Competera, #Prisync, #OmniaRetail

Lead Scoring & Fraud Detection

These technologies can accurately score leads based on their likelihood to convert, allowing businesses to prioritize their efforts and resources accordingly. Additionally, AI-powered fraud detection technologies can help businesses identify and prevent fraudulent activity, protecting both the business and its customers.

#Fido, #InsideSales

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Unlocking the Power of AI for Retention

▶ Churn Prediction

AI-powered churn prediction models can help companies identify customers who are at risk of leaving and take proactive steps to retain them. These models use machine learning algorithms to analyze customer behavior and identify patterns that indicate a customer may be at risk of churning.
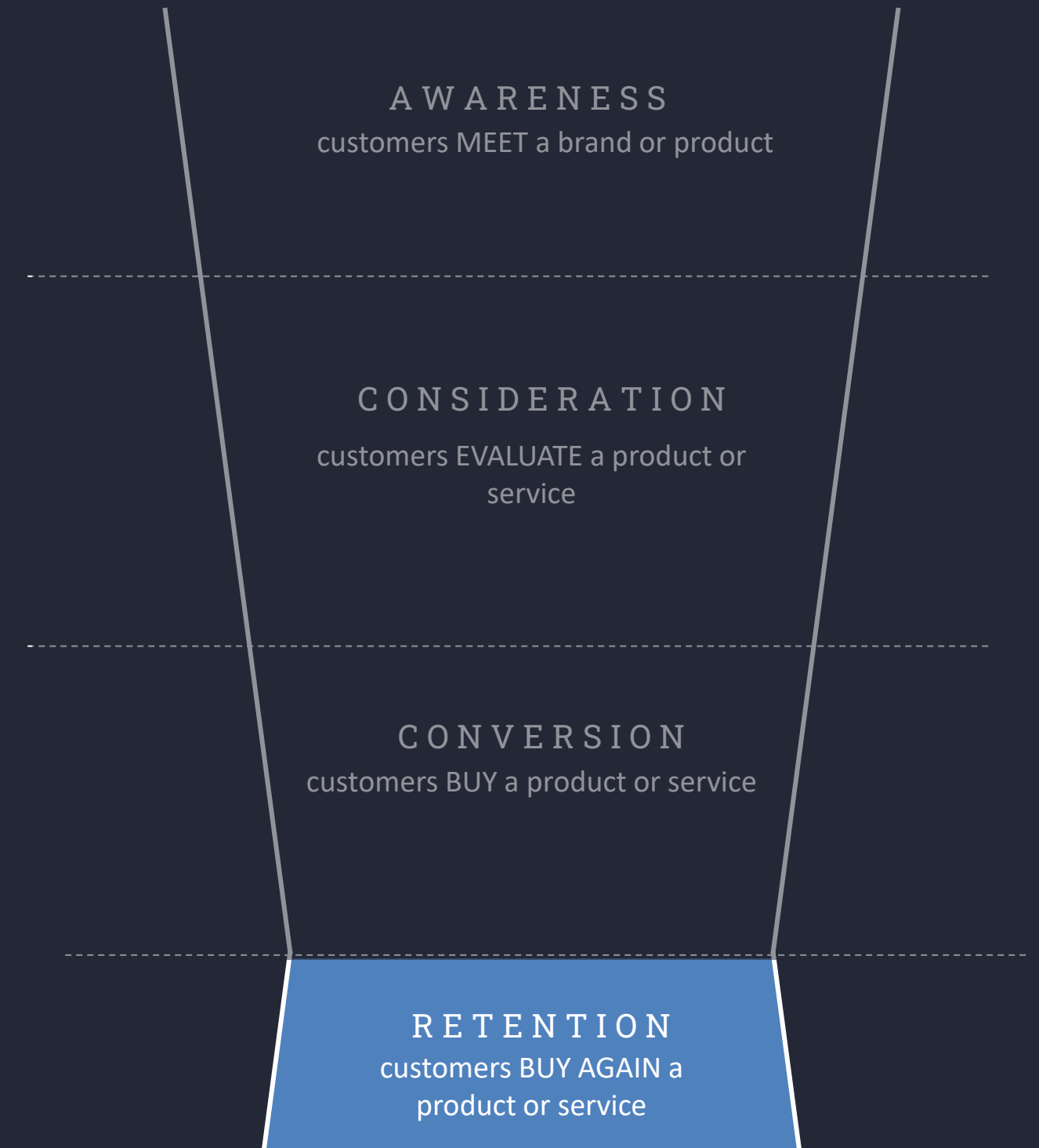
#Adikteev, #BigProfiles

▶ Returns Management

These tools can automate the returns process, making it faster and more efficient for both customers and companies. AI-powered predictive analytics can help companies identify patterns in returns data and make data-driven decisions about how to improve their returns processes. Additionally, AI-powered fraud detection technologies can help companies identify fraudulent returns and prevent losses.
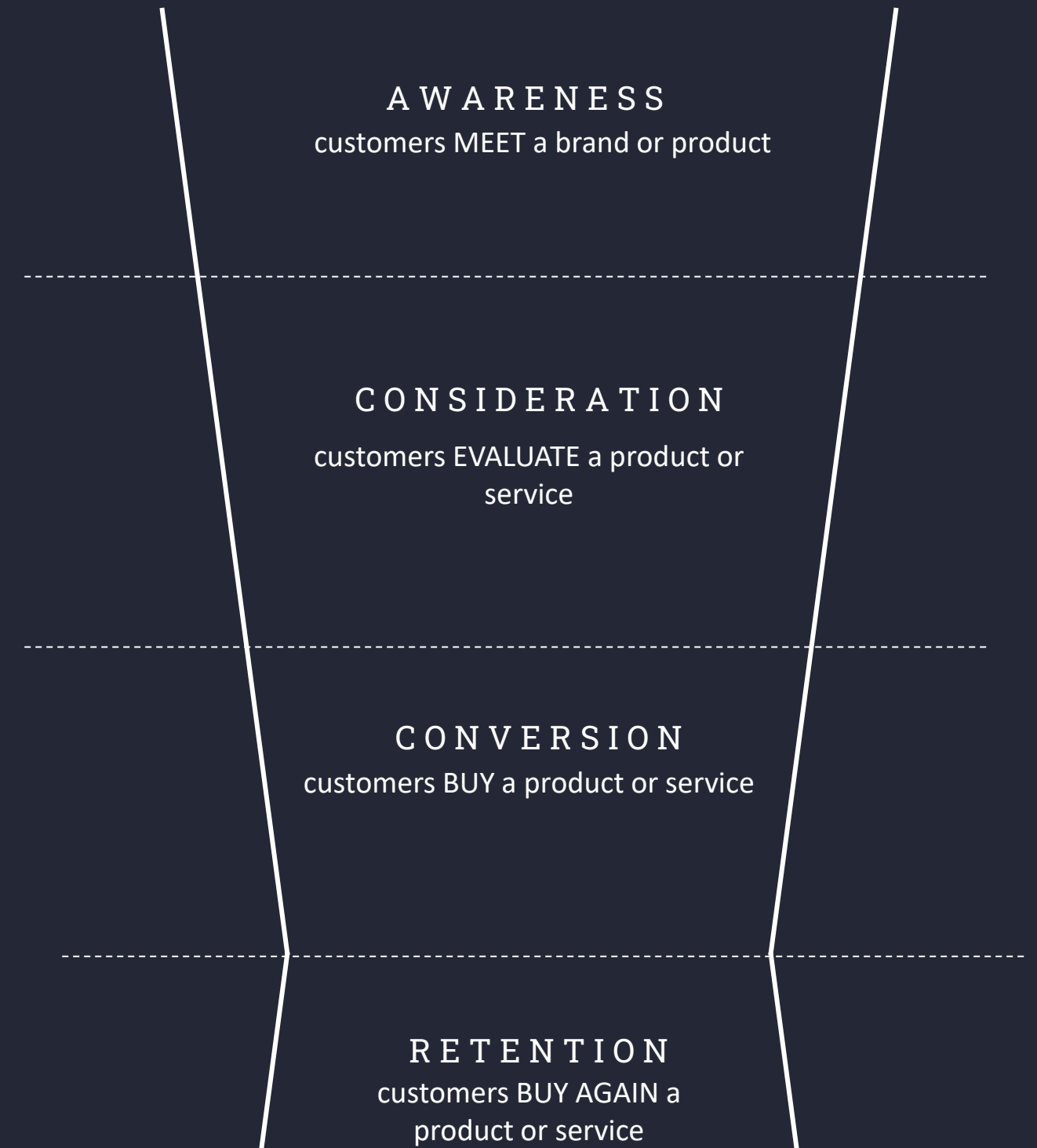
#Newmine, #Narvar, #Optoro

▶ RFM Strategies

One way that AI can enhance retention marketing is through RFM (Recency, Frequency, Monetary) analysis. AI-powered algorithms can analyze customer data and identify which customers are most likely to make repeat purchases based on their recency, frequency, and monetary value. Email Marketing Automation can capitalize those data to activate successful campaigns and increase customers' LTV.

#Optimizely, #Blueshift, #CDP

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From Personalization to Efficiency: The Benefits of AI-Powered CX

▶ AI Powered Tools bring improvements throughout all stages of the funnel

▶ Personalization based on data and behavior is the activity that will most improve the user experience

▶ Search will change radically

▶ AI will help eliminate inefficiencies and provide better service to users

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Università degli Studi di Trento

Omnicom Media Group is a worldwide network made up of different companies that can handle all kinds of communication.

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We have over 570 talented professionals working with us.

Thank You!