

AI, DATA & DISRUPTION:

Winning the Race for
Customer Relevance



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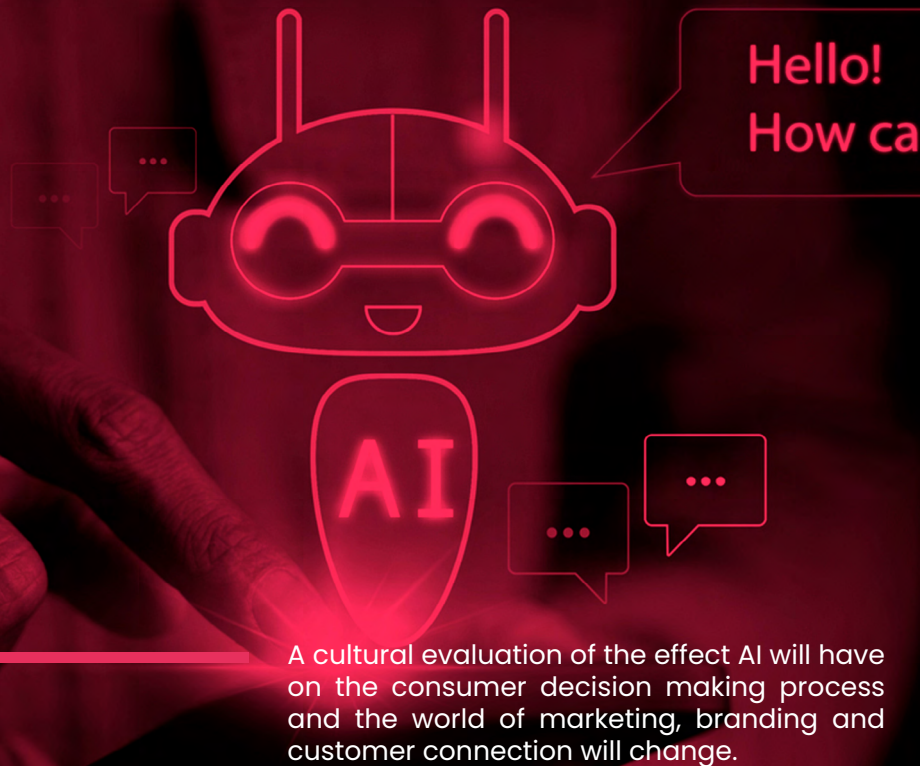


**KEN
HUGHES**

Leading consumer
behaviouralist &
customer experience
strategist

👑 The King of Customer Experience

AI, DATA & DISRUPTION: Winning the Race for Customer Relevance



A cultural evaluation of the effect AI will have on the consumer decision making process and the world of marketing, branding and customer connection will change.

Speech Abstract

eCommerce changed the nature of consumerism and branding. Today we have online marketplaces, third party retail brands, click & collect, swipe up social shopping, live stream sellers, metaverse marketplaces, direct-to-consumer channels – the points of consumer connection are endless.

Each layer of enabling technology brings new opportunities as to how brands can foster better connections with their customer, be that B2B or B2C. Technology is not the answer, it never has been. It is the creative application of a technology that changes the nature of success. It is the application of the location chip in our smartphones to our transport problem that made Uber and Lyft some of the biggest mobility brands globally.

2023 was the first time the end-user, the consumer, had a chance to explore and play with the power of AI en-masse. ChatGPT, Google's BARD and character.ai were all quickly adopted by users, primary use being content generation and companionship.

End-users always accelerate the adoption curve of a technology within industry and society and this catalyses consumer expectations themselves. Consumers are seeing AI in Healthcare, Education, Hospitality, Retail and in Customer Service. Expectations around



**"Like all technology, it is
in the creative
application of AI that
brands will win with
customers"**

instant, efficiency and personalisation are all ratcheting up significantly as more businesses implement AI driven customer contact. The game has changed for everyone.

Yet we are still early in our AI journey. It is like the internet in 1997 or mobile commerce in 2006. We are certain it will change everything, but are still unsure of exactly where the biggest impact will land, for our brands, for our channels, for our customer connections.

The sensible organisations are gearing up for the AI revolution. The starting point is to address the fear (AI will steal our jobs and take over society) and focus on the opportunity to begin identifying where AI projects may have the most impact in your business with customers.

This keynote will outline the role technology has in optimising the customer connection and challenge the organisation to think about AI capability, innovation, and application.

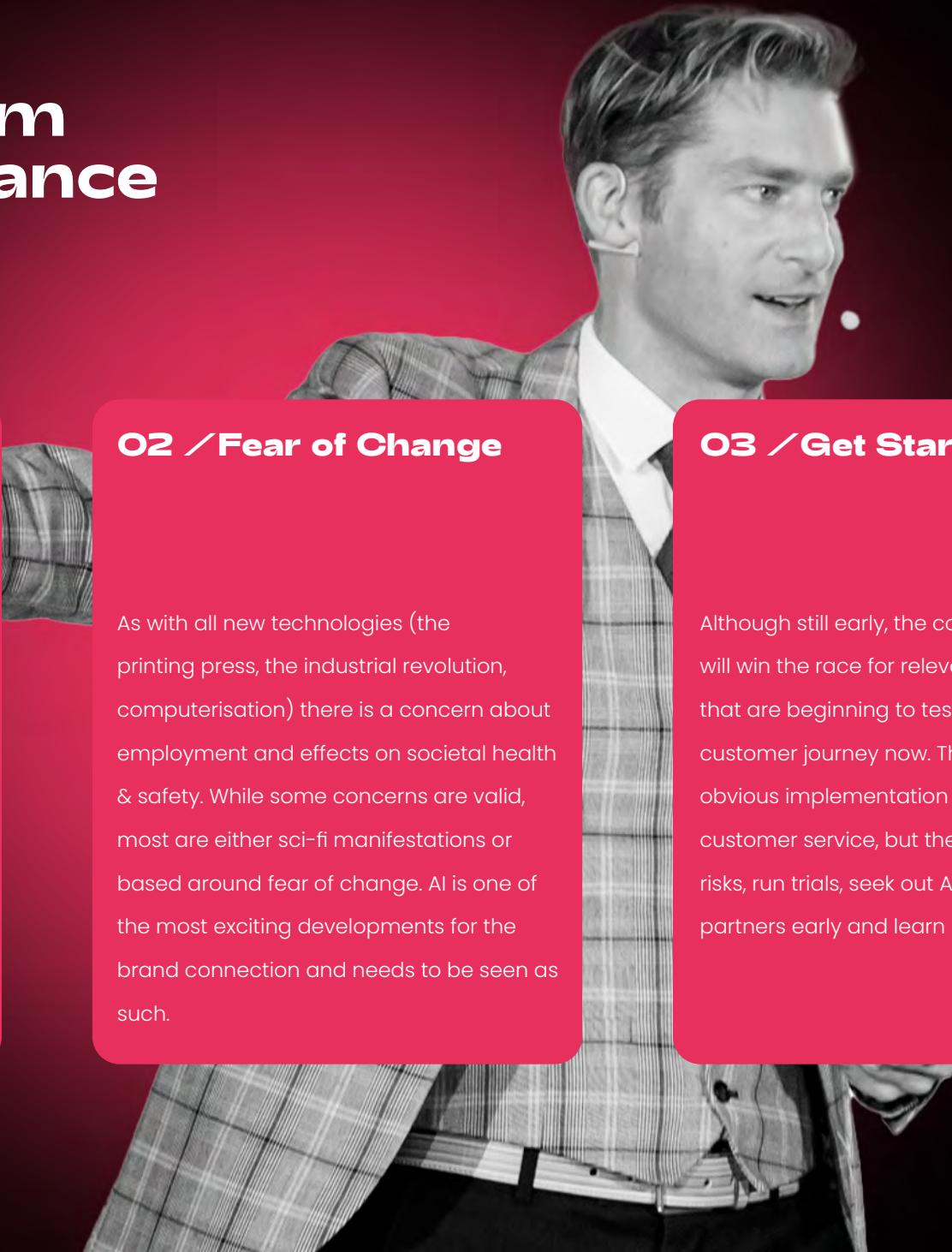
Key quotes from this keynote speech

'When our AI Assistants take over the information search and evaluation part of the consumer decision making process, the boring part, the hard part, what then? When we trust the system to buy the products we need, the nature of consumer marketing changes forever.'

'The rise in popularity of character.ai shows us that the fear relating to the nature of human: AI interaction is unfounded. Companion AI is growing exponentially and society seems ready to invite the deep fake reality into their lives'

'As humans we like easy. The double-click of a mouse was easier than DOS programming. The one-click world of the smartphone interface was easier than a desktop. AI will bring consumer facing brand interaction to the next level of 'easy'. Brands that don't invest will quickly appear clunky and cold to the next generation of customers'.

Some key learnings from this performance

A man with short brown hair, wearing a plaid suit jacket over a white shirt and a dark tie, is shown from the chest up. He is looking slightly to his right and speaking into a small, round, silver lapel microphone. The background is a solid dark red color.

O1 / Expectations

As consumers themselves start to use generative AI in their own everyday lives, they will no longer tolerate clunky chatbots or VI algorithms. 'People like you also bought...' is an old-fashioned data set, impersonal and approximate. AI finally brings us the genuine, personalised one-on-one brand-to-customer interaction at scale.

O2 / Fear of Change

As with all new technologies (the printing press, the industrial revolution, computerisation) there is a concern about employment and effects on societal health & safety. While some concerns are valid, most are either sci-fi manifestations or based around fear of change. AI is one of the most exciting developments for the brand connection and needs to be seen as such.

O3 / Get Started

Although still early, the companies that will win the race for relevance are those that are beginning to test AI across their customer journey now. There are some obvious implementation moments in customer service, but the key is to take risks, run trials, seek out AI implementation partners early and learn by doing.

Testimonials

GOOGLE RETAIL IN AN AI ERA



"Ken is an energetic, thought-provoking speaker. I've had Ken speak at several Google events now and Ken has scored higher than any other speaker I've ever had before, lasting a long time in the memories of the delegates."

FIONA JONES.

"Ken is right up there with the Seth Godin's and Simon Sinek's of this world. His presentation was so inspiring, energetic and delivered real actionable content to the thousands who attended. A stellar performer"

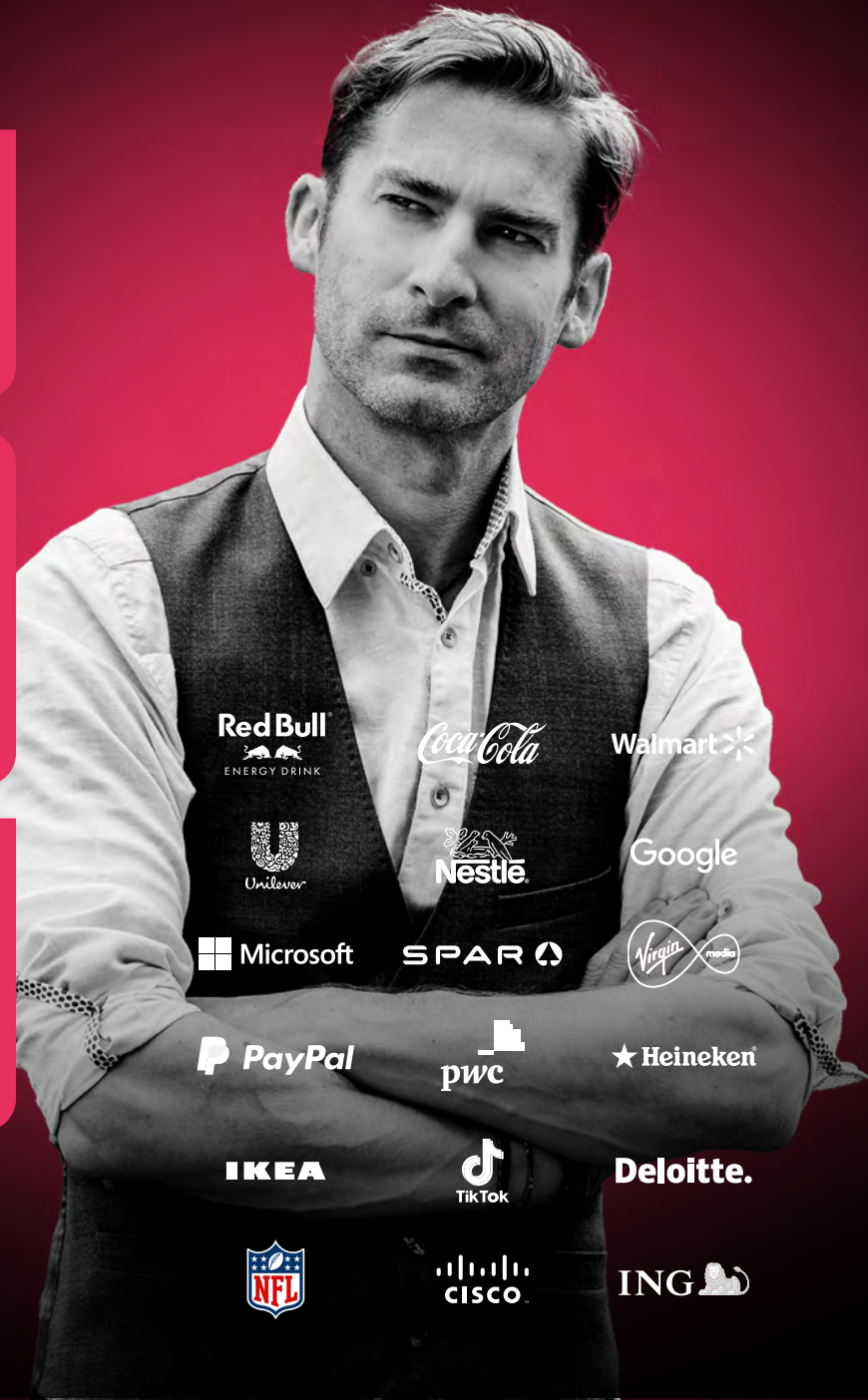
UBA

"As always, Ken delighted our delegates with his vision of the future. His energy and insight around consumer behaviour, technology trends and how these intersect and will change society, consumer behaviour and our industry were out-standing. This is one speech every business and brand should hear"

SYMPHONYAI

"Every time we book Ken for our events, he delivers beyond our expectations on what the modern consumer expects and how brands and businesses need to challenge their thinking. His take on consumerism, disruption and CX is both thought-provoking and entertaining."

HOTWIRE



Audience reactions

"Inspirational, moving and insightful. Loved it. Thank You"

"Incredibly engaging and energizing"

"Just watched such an insightful talk from @KenHughesIE on CX and AI. WOW"

"I never thought AI and CX could be so exciting"

"Your consumer perspective on AI was fascinating. I may not sleep for days now"

"Everything he said was so simple, so true and so insightful all at the same time"



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Book This Keynote

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