



A Tale of CX and Bots Part I

Customer Experience in the Age of Relevance

September 05, 2019



How to participate in this webcast

1. **Ask questions** as they occur via the chat box at the bottom left of your screen. We will weave them into the conversation and may follow up via email if there are questions left at the end of the hour.
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CPE

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Panelists:



Tom De Ruyck

Managing Partner
InSites Consulting

Tom is a Managing Partner at InSites Consulting (one of the world's most innovative marketing consultancy and consumer research firms) where he is responsible for innovation and advising global brands (IKEA, Heineken,...). He is also teaching as a Professor at different business schools in ...[Full Bio](#)



Demet Tunç (Moderator)

Council Director, Customer Experience Council and Market Insights & Analytics Council

The Conference Board

Demet Tunç leads the Customer Experience Council at the Conference Board. She also provides consultancy & project management services - from strategy to execution with a hands-on approach - in marketing, customer experience and commercial management. Demet started her career as a brand...[Full Bio](#)



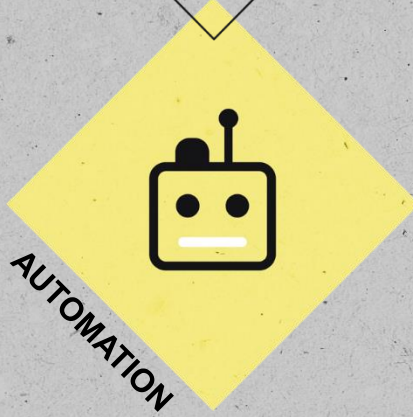
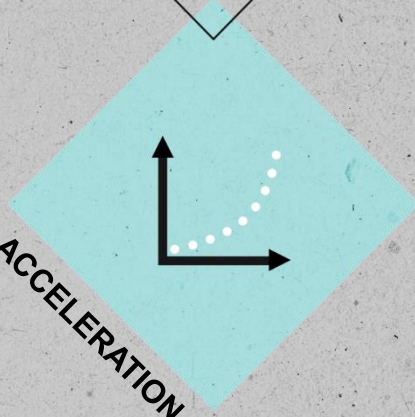
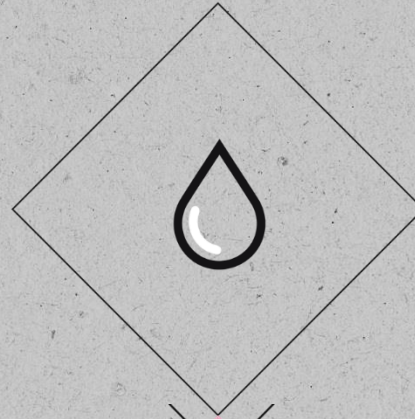
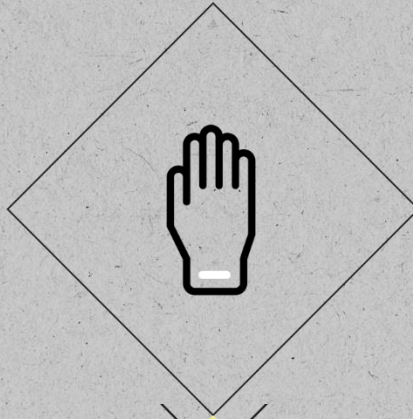
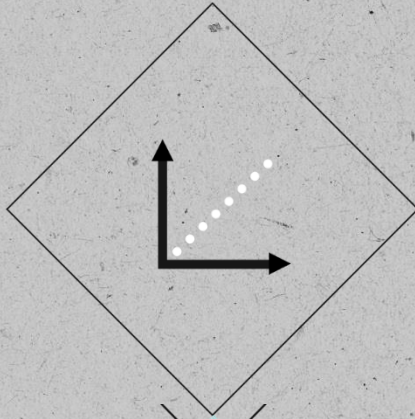
**WELCOME TO THE
AGE OF RELEVANCE**

THE ONLY
CONSTANT IS
CHANGE, AND THE RATE
OF CHANGE IS
INCREASING

Peter Diamandis

Co-founder / Vice-Chairman at Human Longevity







EXTERNAL CLOCK IS

ticking faster



Rapid PROTOTYPING

FROM EXPERIENCE
TO 'ME-XPERIENCE'





ILLUSION OF LONGEVITY



ILLUSION OF DIFFERENTIATION



A close-up portrait of David Jones, a middle-aged man with dark hair, wearing a dark pinstriped suit jacket over a white shirt. He is smiling slightly and looking towards the camera. The background is a solid teal color.

**MOVE FROM
'MARKETING TO
CONSUMERS'
TO 'MATTERING
TO PEOPLE'**

David Jones *Former CEO Havas*

CUSTOMER
CENTRIC

BRAND
CENTRIC

MOMENTS

TOUCH POINTS

NEEDS

SOLUTIONS

LIFE

PURPOSE

**RELEVANCE
SWEETSPOT**

Related Peer Networks:

Customer Experience Council

The Council's mission is to gain insights in customer experience across industries and regions by providing global peer-to-peer benchmarking and best practice-sharing. Council members drive the agenda and evaluate, adapt, and apply the insights gained to their own businesses.

Market Insights & Analytics Council

The Council's mission is to help leaders in the practice of market research, business intelligence and data analytics across industries and regions. The group provides a peer-to-peer benchmarking and problem-solving safe space to exchange. In this forum, we will discuss how to manage the function and how it connects to corporate strategy, innovation and competitive advantage.

For more information contact:

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Webcasts

Upcoming webcast:

[A Tale of CX and Bots Part II:](#)

October 01, 2019 03:00 PM CET [15:00] (Brussels), 09:00 PM HKT [21:00] (HongKong), 09:00 AM ET [09:00] (New York)

[A Tale of CX and Bots Part III:](#)

October 24, 2019 03:00 PM CET [15:00] (Brussels), 09:00 PM HKT [21:00] (HongKong), 09:00 AM ET [09:00] (New York)

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