

How COVID-19 Is Spurring an AI-Driven Digital Experience

September 30, 2020



Today's Presenters



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Topics we will discuss on today's webcast



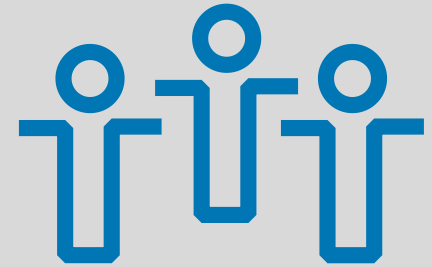
AI in marketing

- AI use for customer experience/marketing purposes
- Benefits of using AI
- Changes by COVID-19



Improving customer experience for business impact

- Consumers' attitudes about personalization
- Preserving data privacy while personalizing
- AI-based customer service
- Improving websites
- Measuring business impact

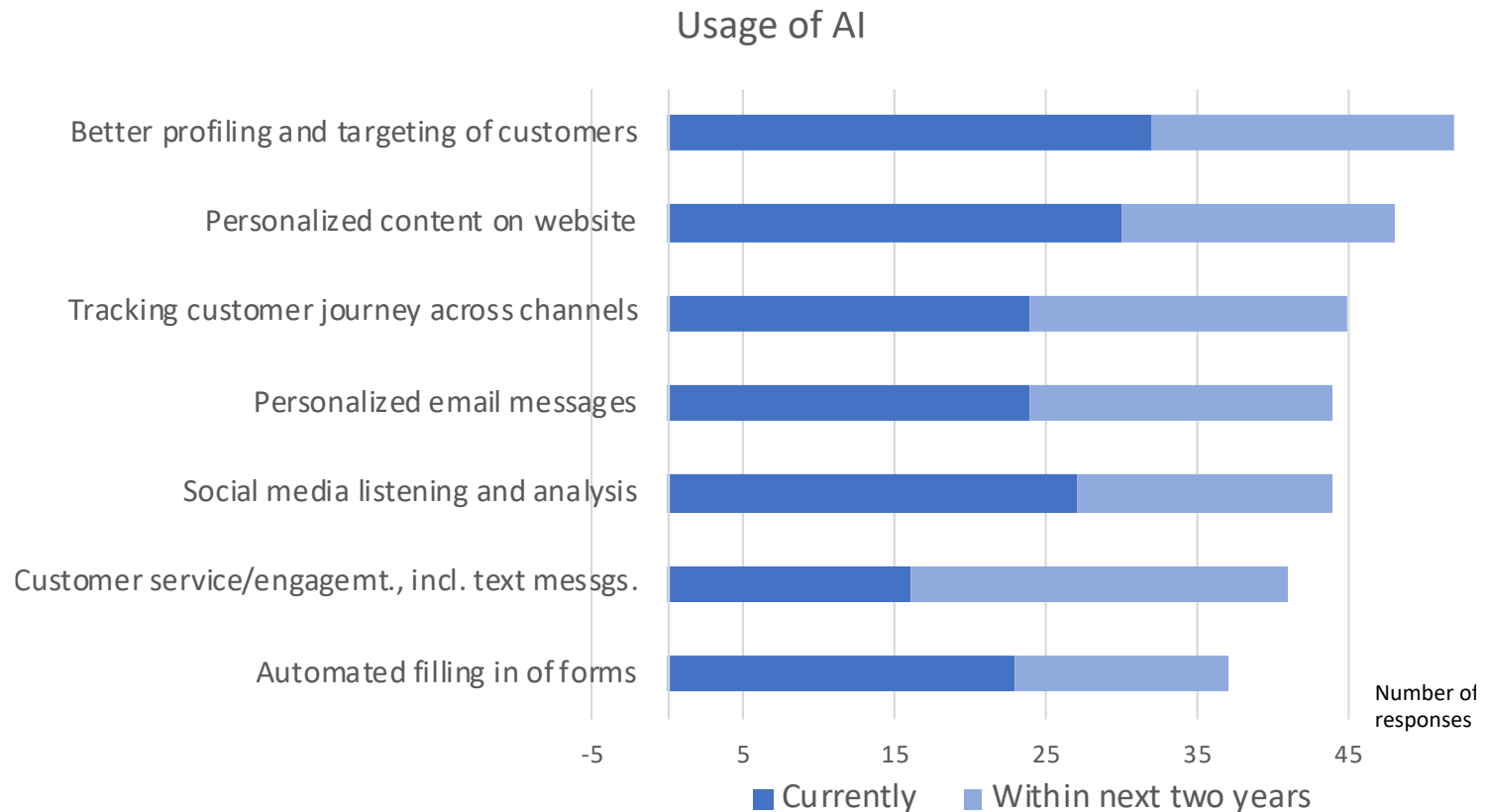


Implementing AI

- Marketing talent and collaboration
- Balancing high tech with high touch: integrating human touchpoints



Main uses of AI for marketing: better targeting and personalization



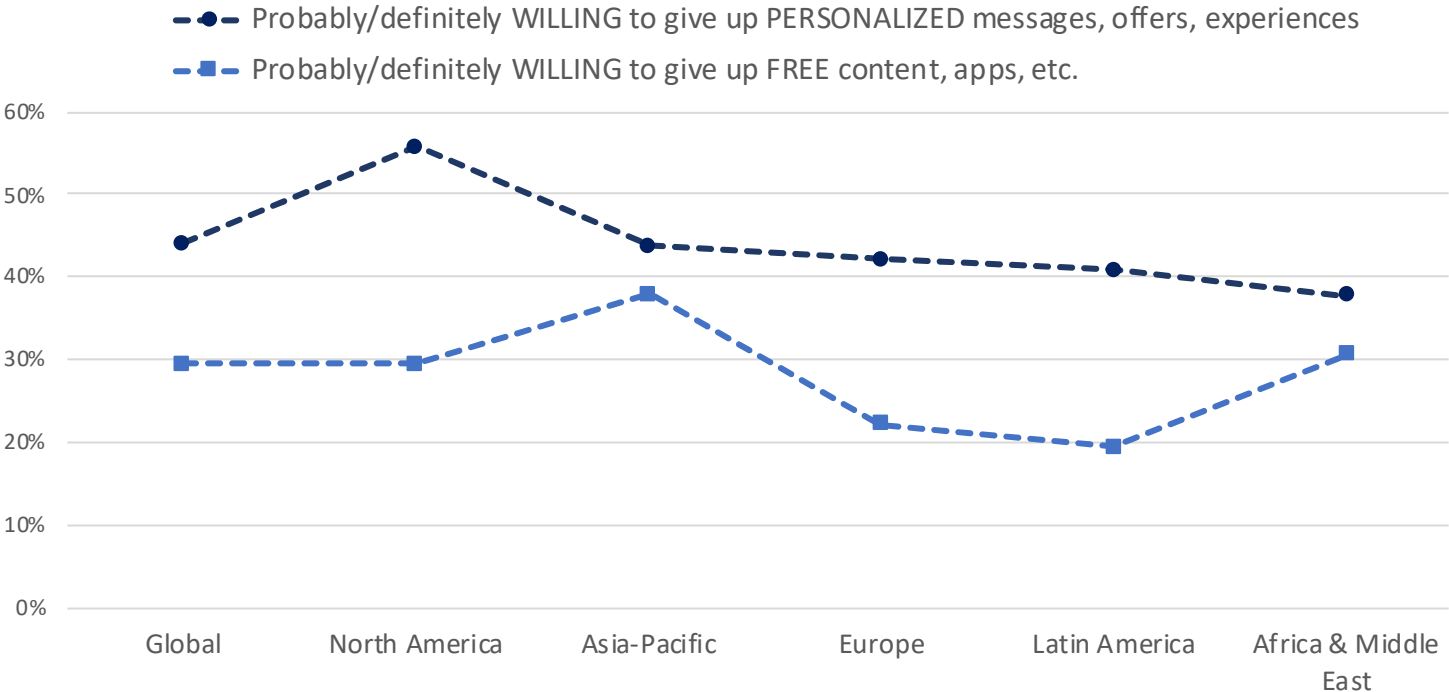
Source: *Customers Are Changing, and So Should Marketing*, The Conference Board

Question (Q10): For which marketing purposes do you/your company currently use AI? For which do you expect using it within the next two years? (Select all that apply.) "None of the above" and "other" responses not displayed above. N = 82 marketing executives.



Globally, 44% are willing to sacrifice personalized messages and offers, but only 30% would sacrifice free content and apps

Willingness to give up free or personalized content if no personal data was collected



Source: Consumers' Attitudes about Data Privacy, The Conference Board

Question (Q6): If you could choose to not have your personal data collected, how willing or unwilling would you be to accept the following restrictions in return? Please rate each. Definitely not willing, probably not willing, might or might not be willing, probably willing, definitely willing



Long-term impacts of COVID-19 envisioned by C-suite executives:

More CMOs expect self-service options than C-level peers

Selected these items among top 3 long-term effects on operations

| | CEO | CFO | CMO | HC Exec |
|---|-------|-------|-------|---------|
| Speed up the pace of transformation into a digitally driven organization | 49.3% | 55.5% | 48.2% | 55.7% |
| Become more data-driven /make more data-driven decisions | 14.7% | 8.9% | 11.6% | 15.7% |
| Provide more self-service options (for ex. chatbots, etc) to customers | 6.2% | 6.9% | 13.4% | 7.1% |

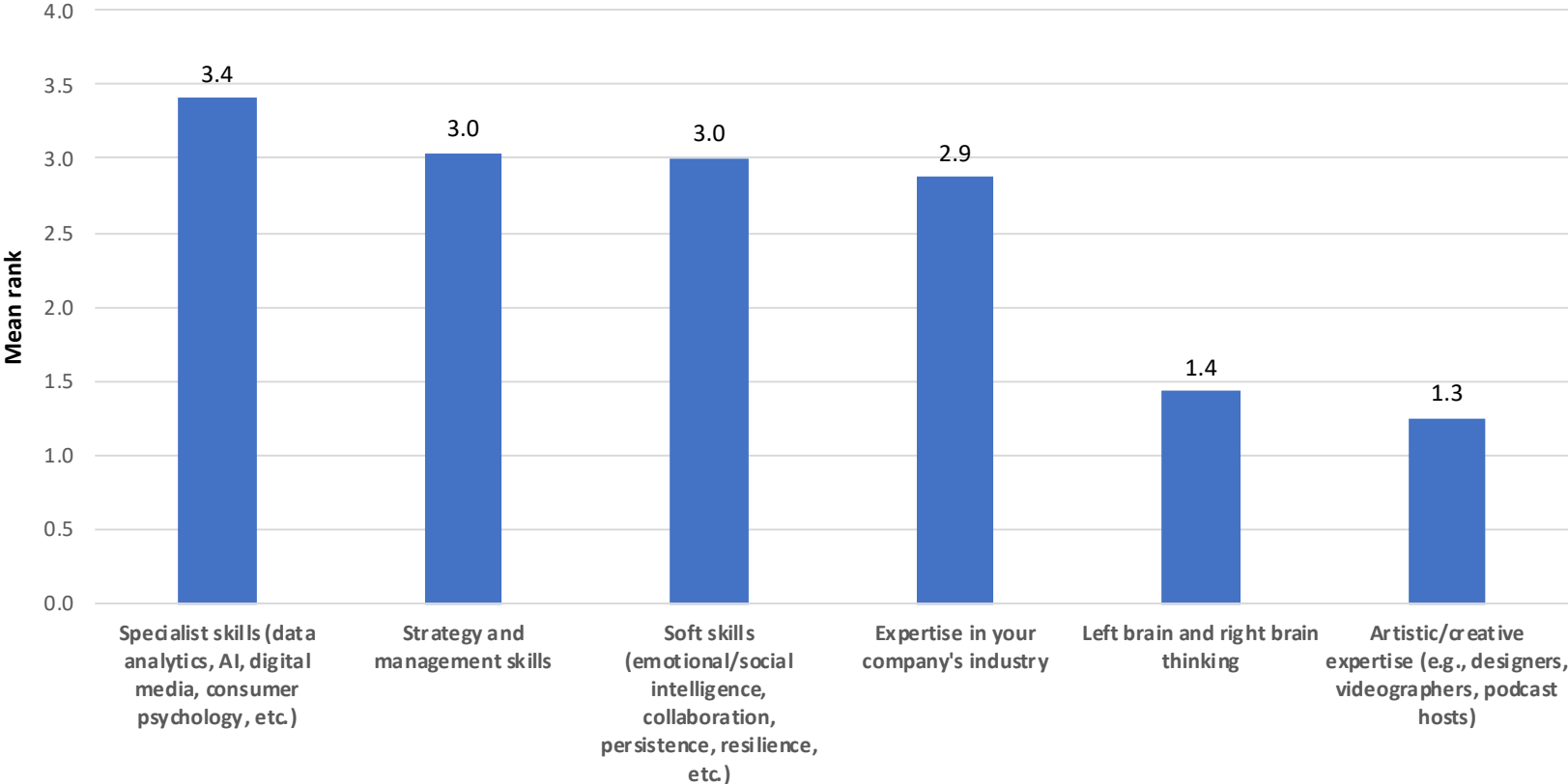
Source: C-Suite Challenge 2020: COVID-19 Recovery: What Comes Next, The Conference Board



Skills that marketers seek for their teams

Prioritization of skills in future marketing hires

Scale: 1 = lowest desirability, 5 = highest desirability



Source: Customers Are Changing, and So Should Marketing, The Conference Board

Question (Q15): How would you prioritize adding the following skills/expertise to your team within the next two years? Please rank them in order of importance by dragging & dropping. N = 79 marketing executives



Long-term impacts of COVID-19 envisioned by C-suite executives:

Automation might affect marketing & communications more than other functions, according to CMOs/CCOs

| | Selected this item among top 3 long-term effects regarding employees | | | |
|--|--|-------|-------|---------|
| | CEO | CFO | CMO | HC Exec |
| Have leaner functions as tasks shift from humans to machines | 16.2% | 12.1% | 17.4% | 4.4% |

Source: C-Suite Challenge 2020: COVID-19 Recovery: What Comes Next, The Conference Board



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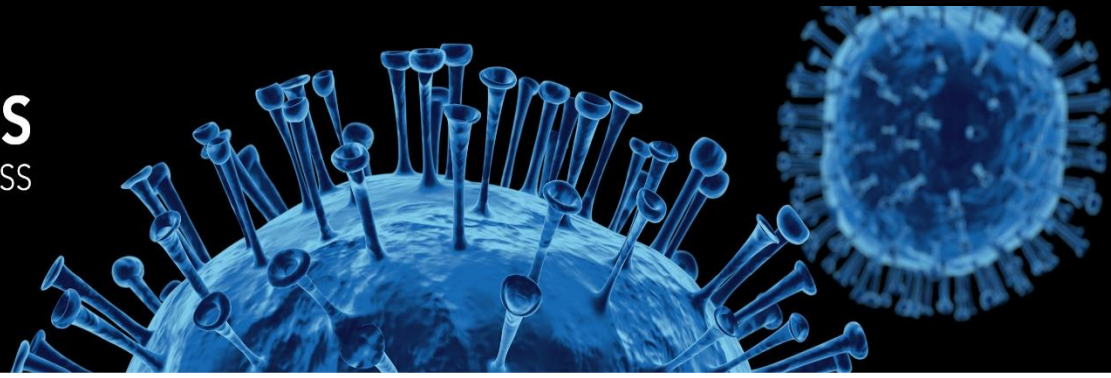
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The Conference Board

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- [What All Companies Can Learn From Becoming a B Corp](#) (October 6)
- [Realizing the Full Potential of Digital Transformation](#) (October 7)
- [Human Capital Watch: Coaching the Future Digital Leader](#) (October 21)

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CORONAVIRUS
IMPLICATIONS FOR BUSINESS



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The Conference Board has gathered insights and learnings from our thought leaders and member network which we hope will be helpful as you formulate, implement and manage your own crisis response.

Explore all of these resources on our website at <https://www.conference-board.org/COVID-19>.





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