

A Tale of CX and Bots Part II

Revolutionizing Customer Experience with Data Science & Design Thinking

October 01, 2019 03:00 PM CET



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.
- Feel free to **download the presentation** via the 'File Download' pod in the bottom center of your screen
- You may **full screen** the video or PPT at any time by clicking the 4 arrows at the top right of the screen
- Complete the brief **evaluation** at the end so we can incorporate your feedback into future programs
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CPE

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- ✓ Stay online for the entire webcast
- ✓ Credit available for participation in live webcast only



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Panelists:



Mihir Sarkar

Head of Data
ENGIE Digital

Mihir Sarkar is a consultant, executive, entrepreneur, scientist, and designer who works with the largest and smallest organizations to solve big problems. He is currently the Head of Data at ENGIE Digital where he uses data science to help lead the zero-carbon energy transition. He has contribut...[Full Bio](#)



Demet Tunç (Moderator)

Council Director, Customer Experience 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](#)

Revolutionizing Customer Experience with Data Science & Design Thinking

Mihir Sarkar

Head of Data, ENGIE Digital



“Software is eating the world”

Marc Andreessen (2011)





 **airbnb**



NETFLIX



SAMSUNG



UBER



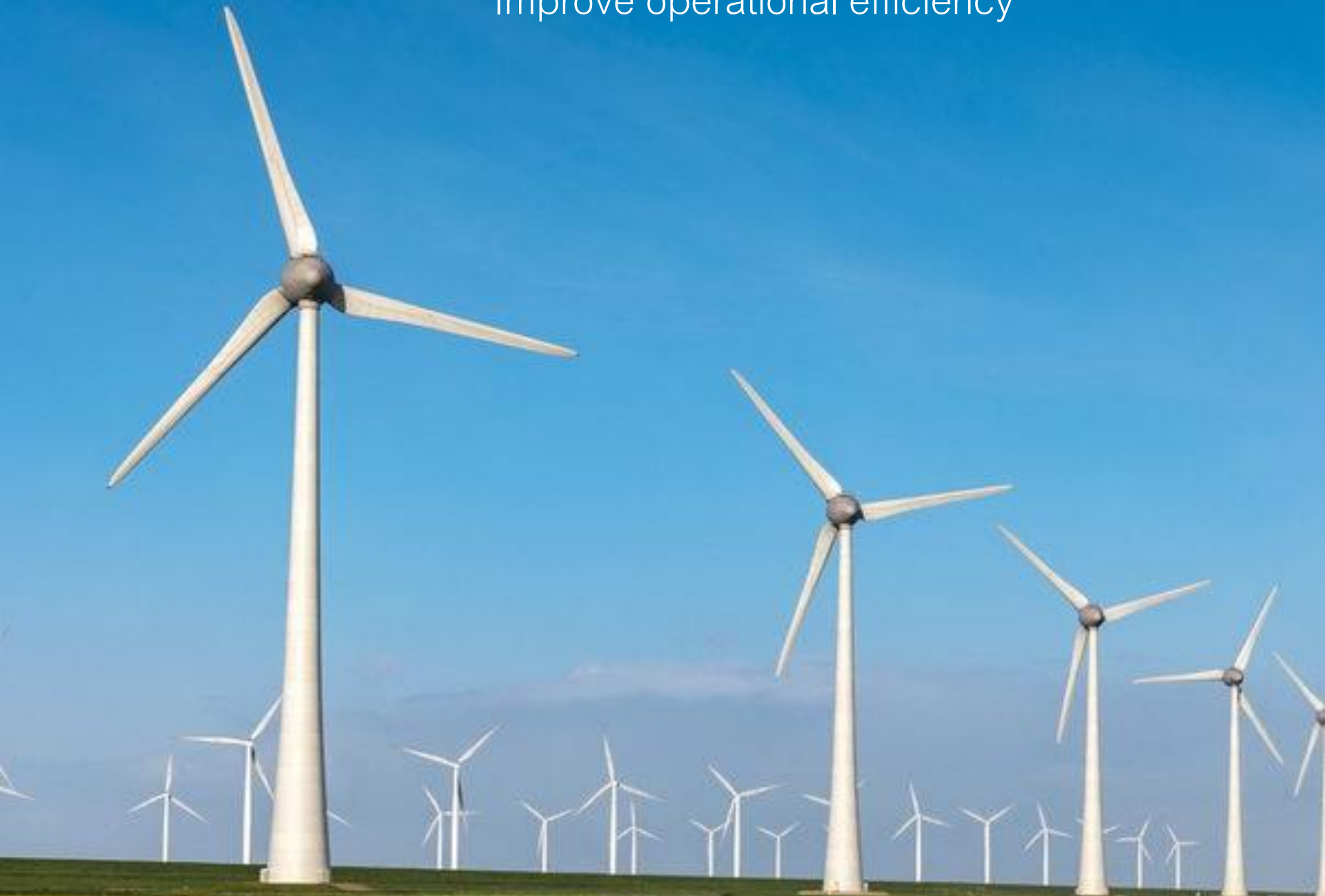
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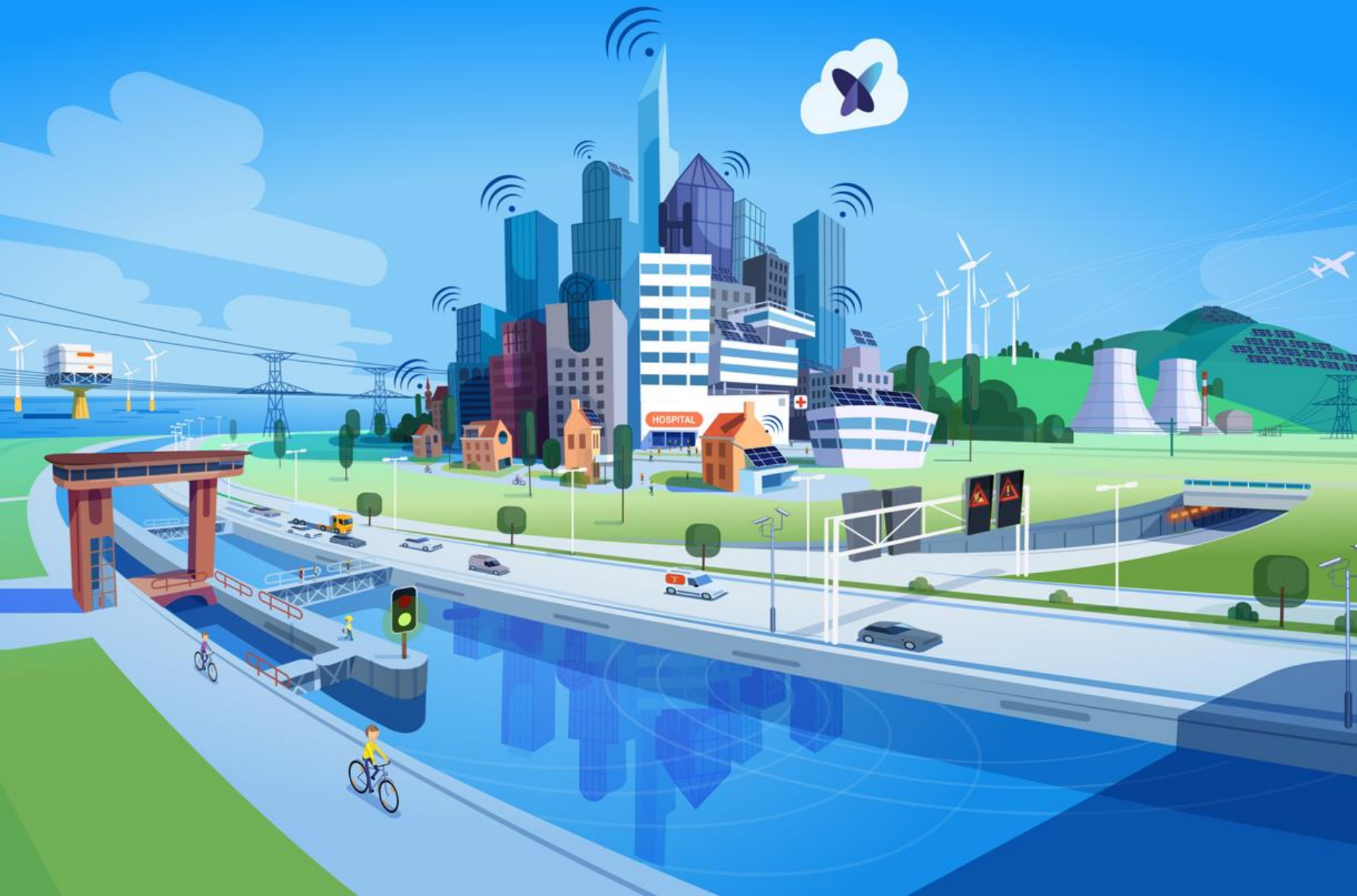
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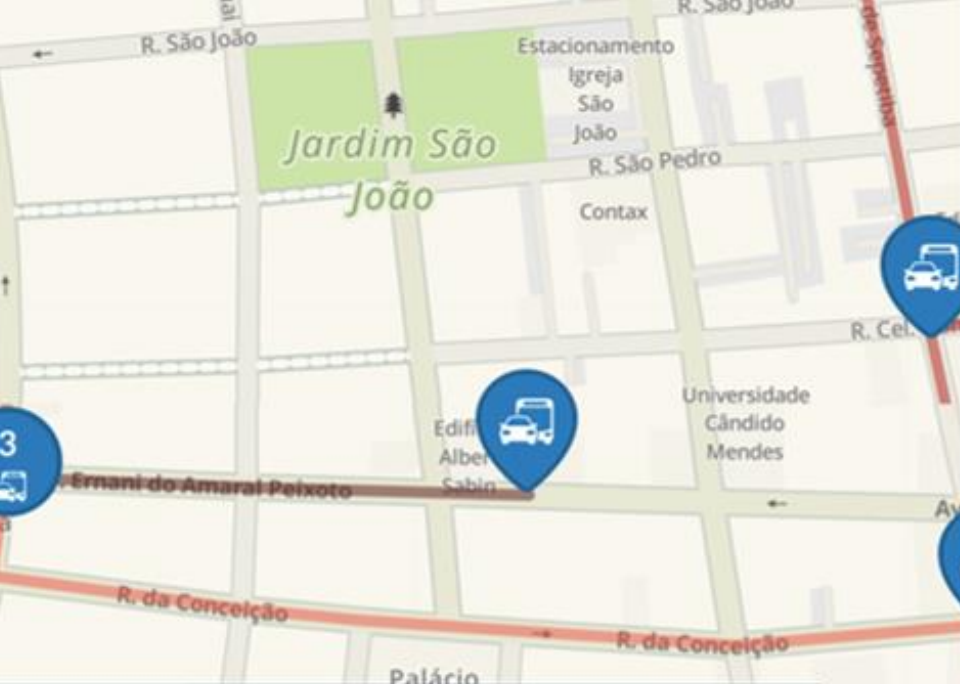
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Improve operational efficiency



Enhance customers' lives





Summary panel for traffic meter data:

- Lane A: Slow** (30 km/h): 12 cars, 3 buses, 1 truck.
- Lane B: Stopped** (5 km/h): 25 cars, 5 buses, 1 truck.
- Lane C: Normal** (55 km/h): 12 cars, 3 buses, 1 truck.

Additional controls: Lanes details →, Occupancy, Average, Open CCTV.

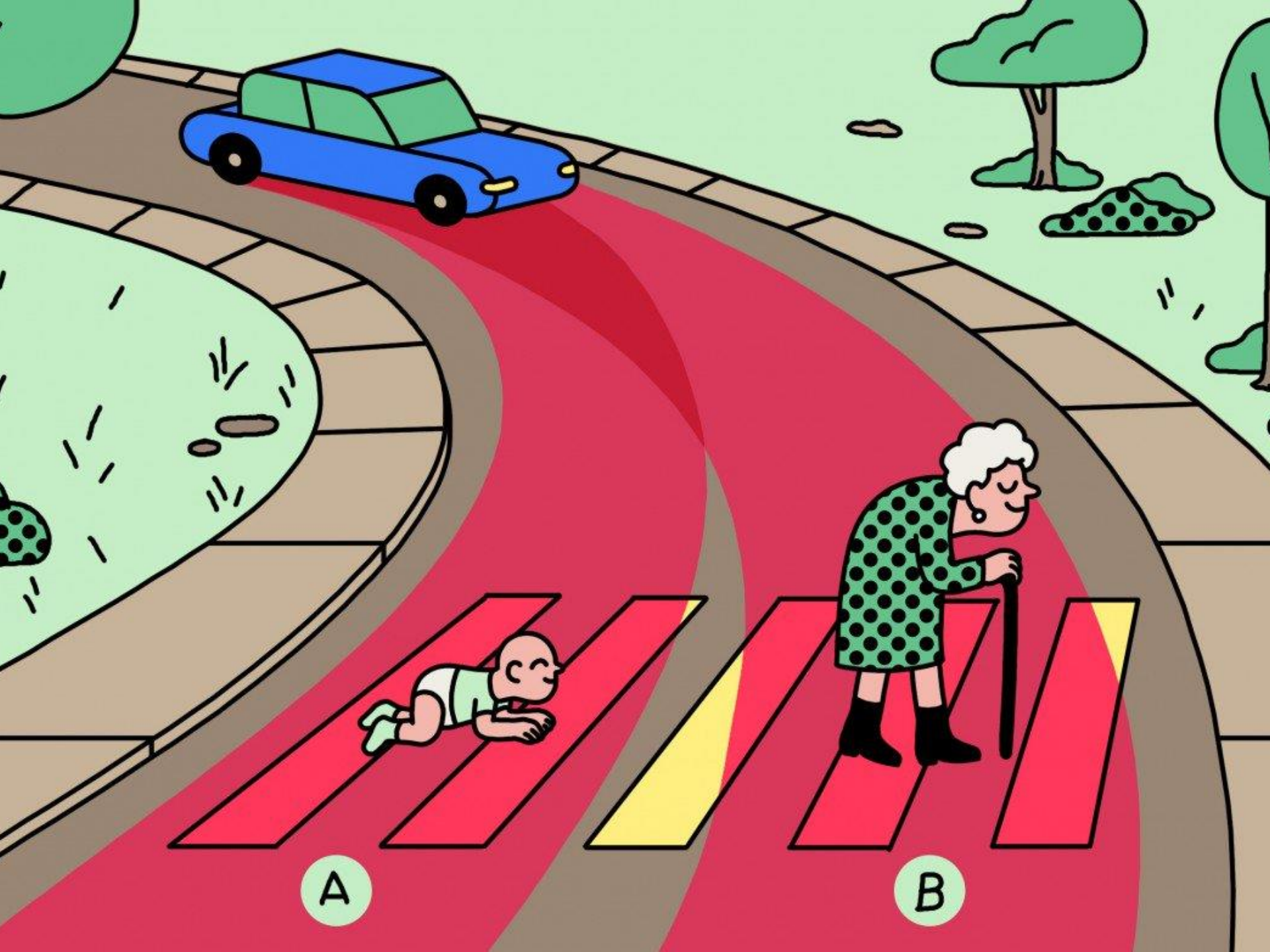




Lead the zero-carbon energy transition as a
service



AI's carbon footprint



A

B



"If we have data, let's look at data.
If all we have are opinions, let's go with mine."

Jim Barksdale

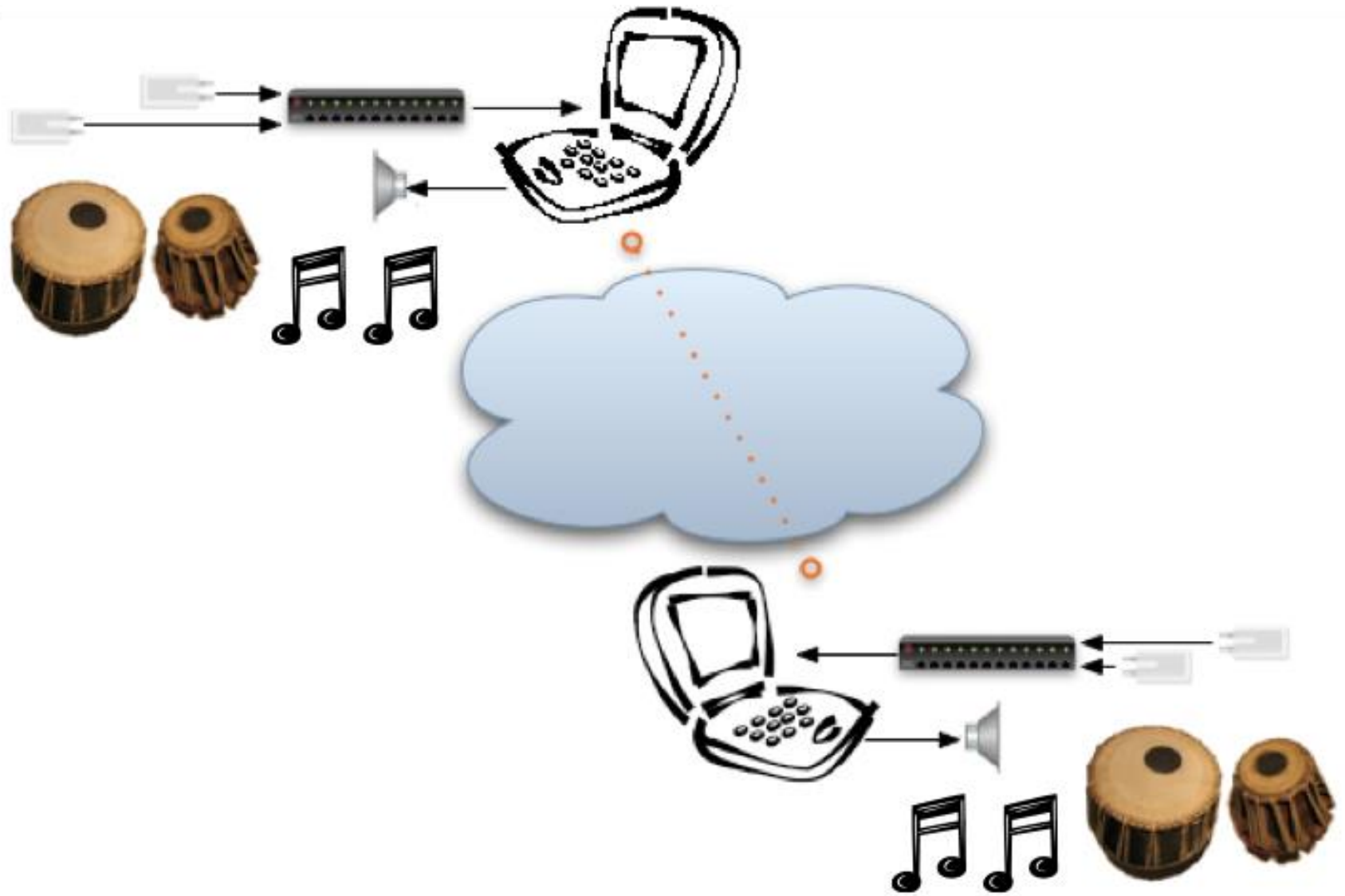
Data-based Features

Market Research

User Insights

Product Analytics

KPI Reporting



Related Peer Networks:

Customer Experience Council

Customer experience is the end-to-end journey of the customer's interaction with the business. Today companies are working to significantly improve their customer experience, especially in the light of digital solutions, functional excellence, and real-time end-market implications.

For more information contact:

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Webcast Evaluation

The 5 question survey will open in your browser window

Please click on the link above to submit your feedback on today's program. Your opinions are very important to us. Thank you for your time.