



**DATA UNPLUGGED  
INDIA**

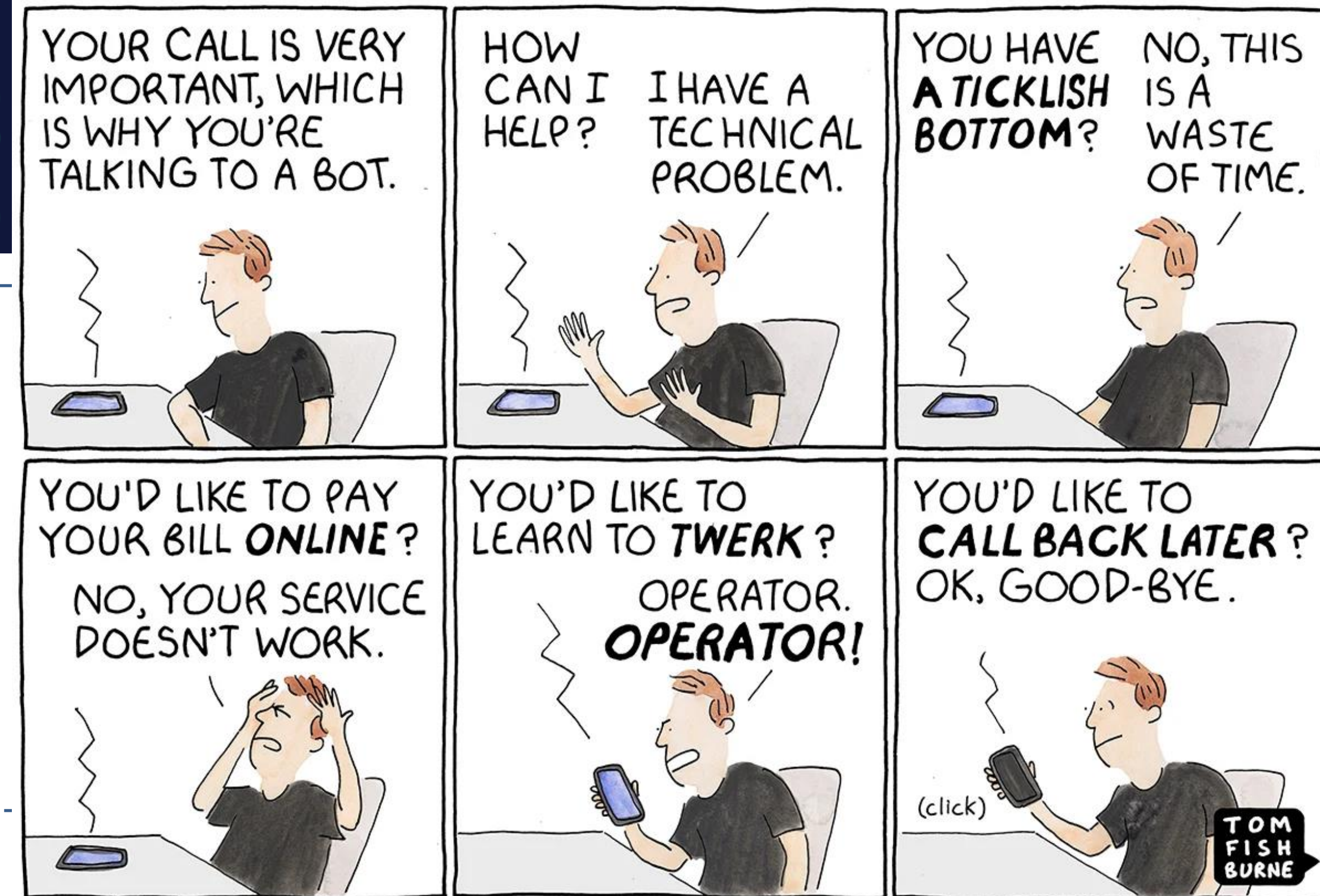
ADVANCING CX WITH AI

# "We value your feedback"

*No, you don't!!*

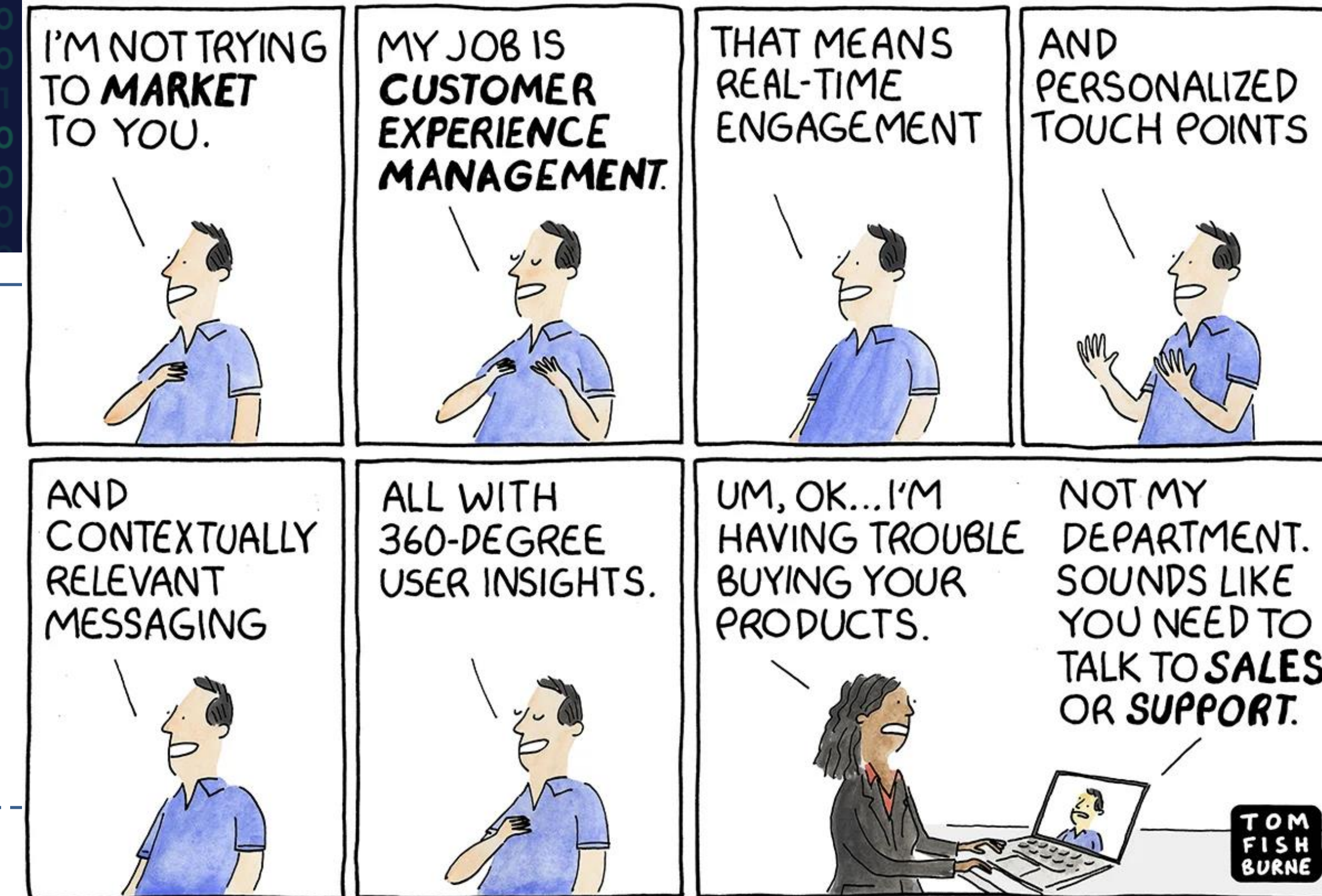


*Are you using AI to improve your customer's life - or just to make your dashboards look better?!*

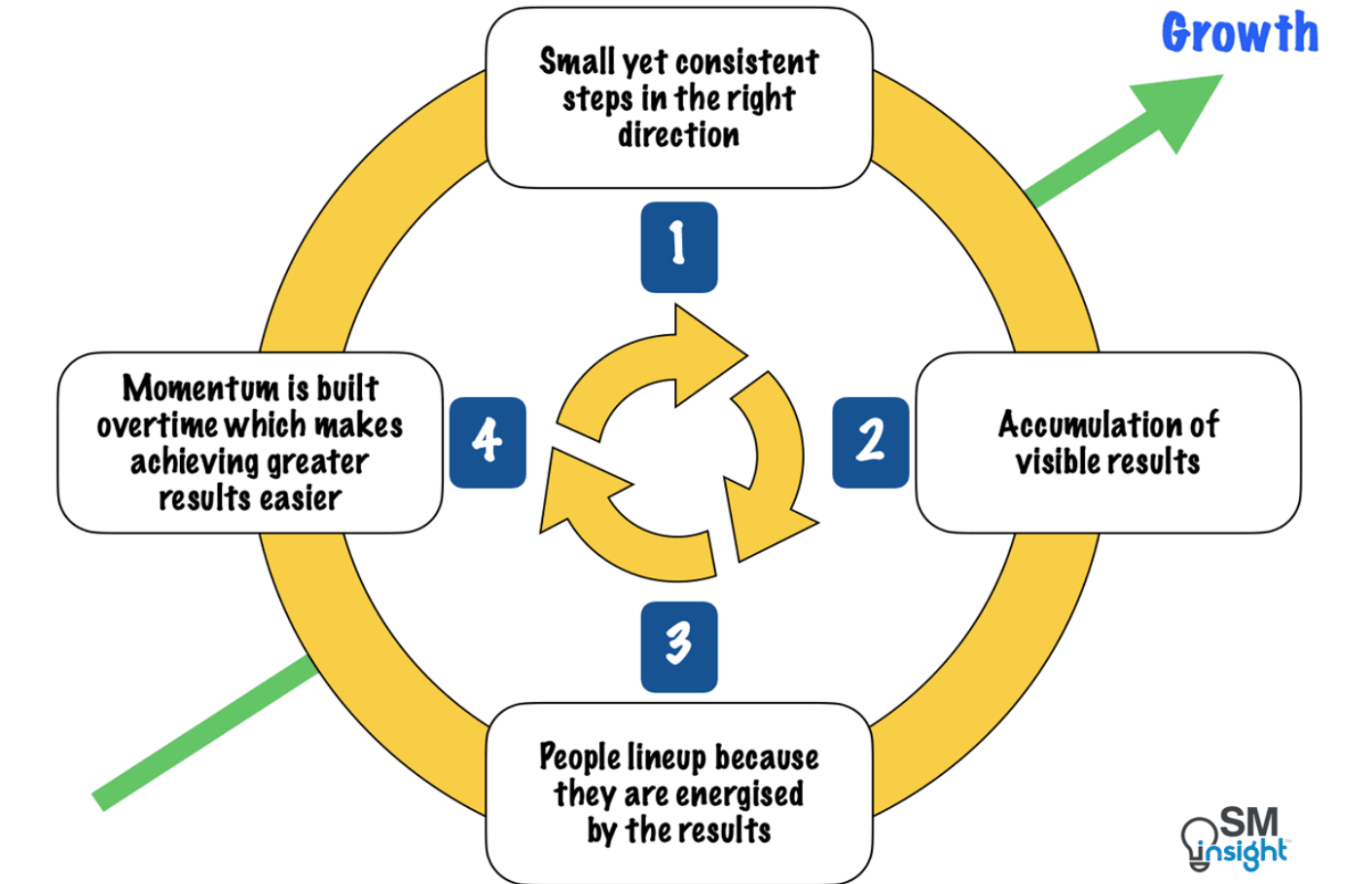
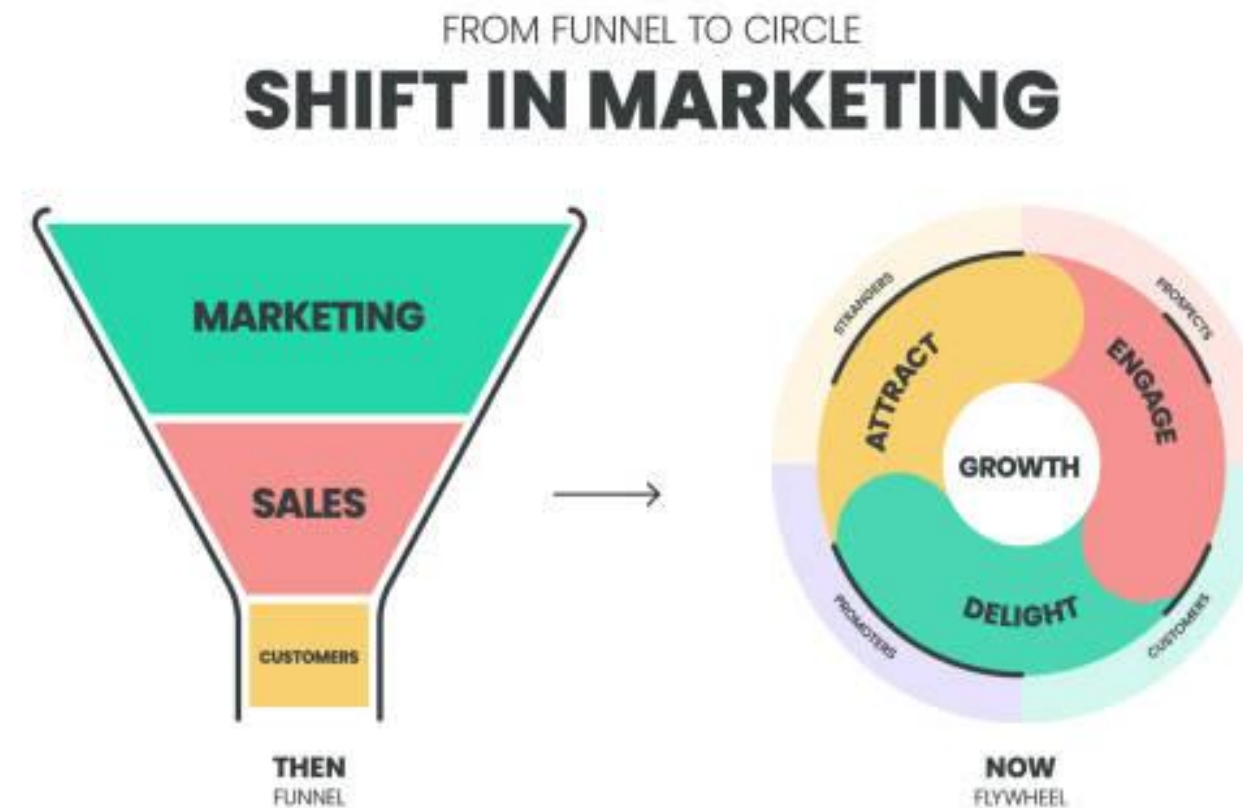
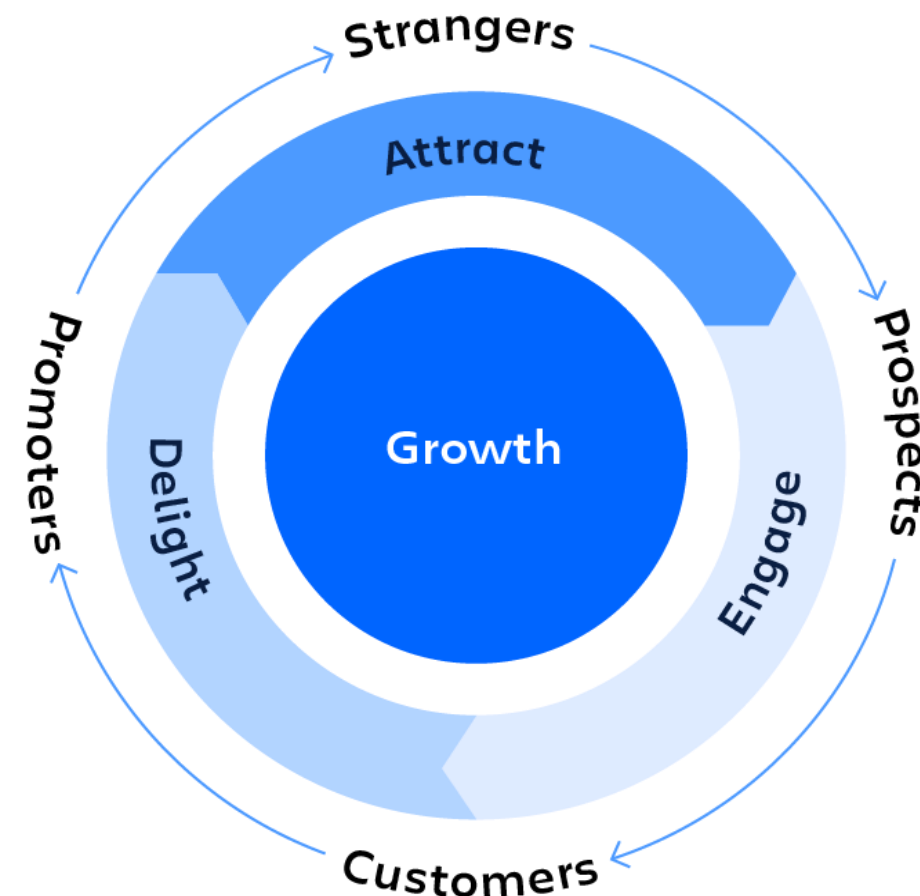




*AI has the power to elevate our customer interactions or make them even more frustrating...*



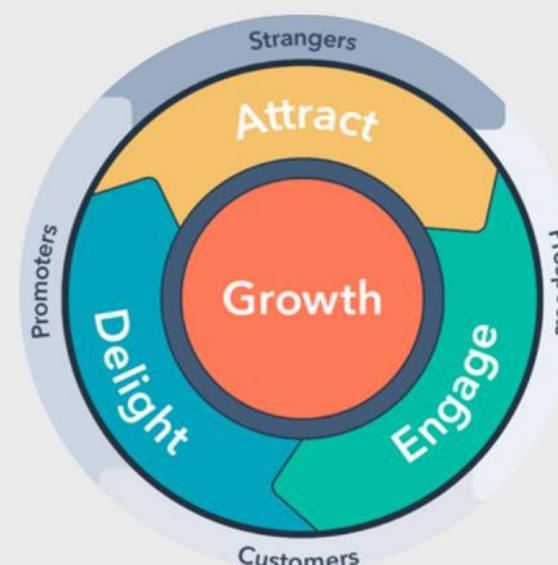
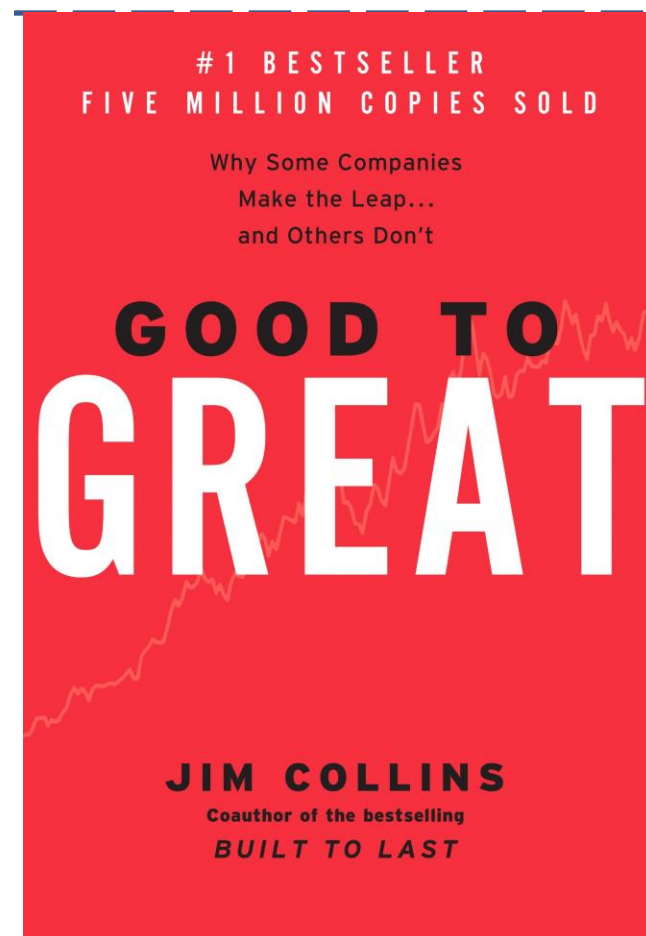
# A few simple ways to understand the flywheel effect...





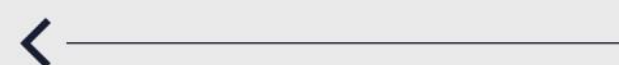
## The Flywheel Effect

## How we can Apply it to AI & CX



LESSONS FROM JIM COLLINS'  
GOOD TO GREAT:

Flywheel Effect for Business Growth



### Turn Every Interaction into an Advantage -

- 1** Data Collection - Every customer interaction feeds AI with insights.
- 2** Machine Learning - AI refines patterns, learning from past interactions.
- 3** Personalization - Experiences become sharper, tailored, and more relevant.
- 4** Frictionless Engagement - Customers interact effortlessly, with seamless responses.
- 5** Reinforcement Loop - Every cycle strengthens the next experience.

*This is the AI-CX Flywheel.  
The brands that get this  
right will DOMINATE, with  
the customer on, and by,  
their side.*





# *The Gaps in AI-Powered CX Today*



- ✗ Chatbots don't understand customers and solve the issues raised*
- ✗ Products don't match customer preferences*
- ✗ A "personalized" response that starts with "Dear Customer."*





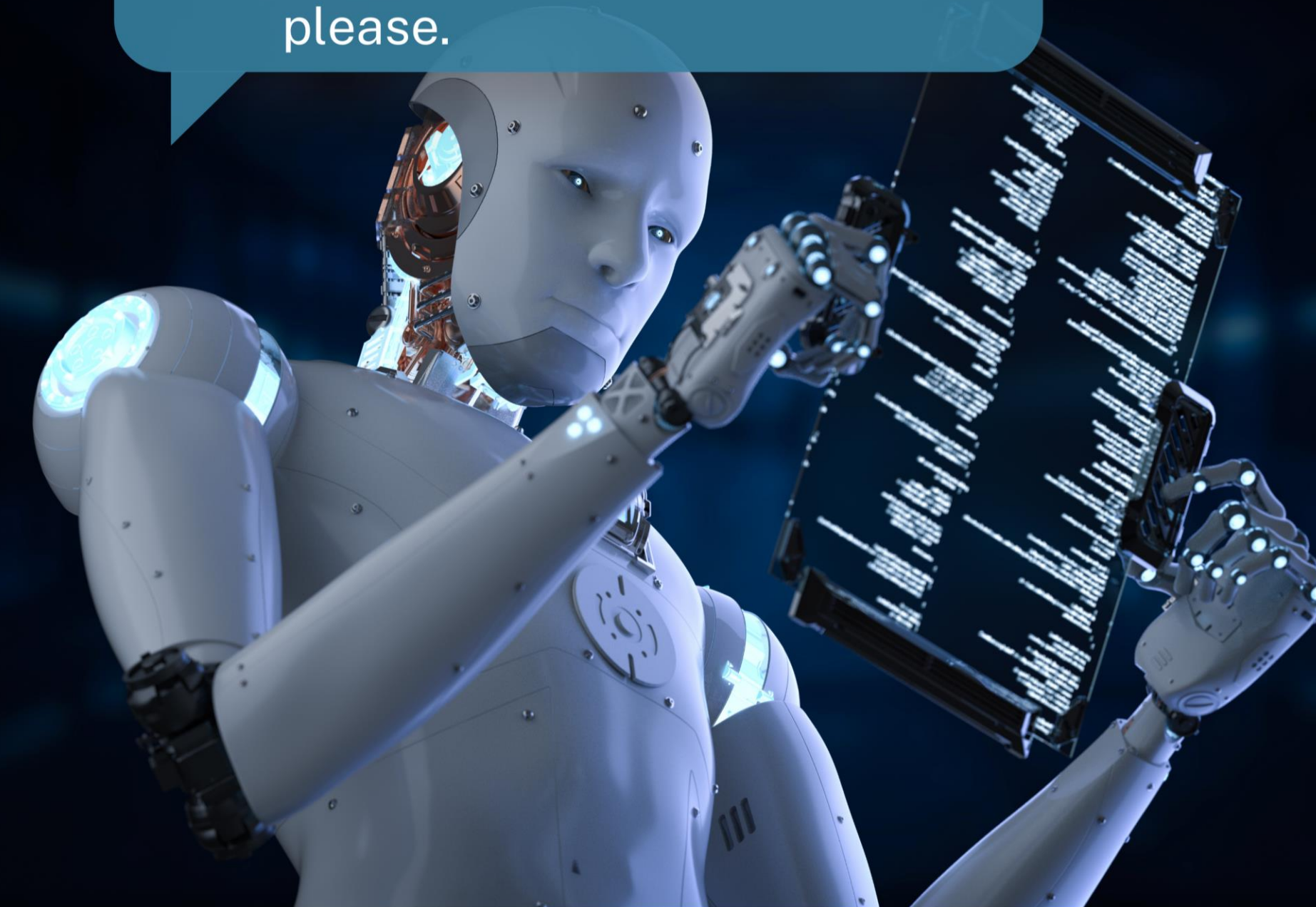
## *And More Gaps...*

*98% of contact centers are using AI -  
but 61% say customer conversations  
are more difficult than ever.*

Customer replied:



Connect me to a REAL  
HUMAN who understands,  
please.





# Reality Check!





*But AI is not a magic fix!*

*It's only as powerful as -*

- ⚡ *The Questions We Ask It.*
- ⚡ *The Data We Feed It.*
- ⚡ *The Empathy We Build Into It.*





*At MMA Global, we are committed to elevating **CX capability maturity** levels*

*As CX is the marketing strategy with the **strongest evidence** for delivering financial outcomes*



# MMA's CX Maturity Assessment: Some Glimpses

## Strategic Alignment

Question  
1 / 13

**Q1. Which of the following best describes how aligned your organization's leaders are on the customer experience (CX) strategy?**

	Strongly Disagree	Disagree	Agree	Strongly Agree
We have a shared north star vision for what the customer experience should be that is communicated across the organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have developed cross-functional consensus around our CX strategy, roadmap, governance and business case	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our CX strategy goes beyond reducing pain points and also addresses where we want to innovate across the customer journey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our CX strategy is well aligned to our overall business strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Design Thinking

Question  
2 / 13

**Q2. Which of the following best reflects your organization's adoption of design thinking as a means of enhancing the end-to-end customer journey?**

	Strongly Disagree	Disagree	Agree	Strongly Agree
We use design thinking tools such as personas, journey maps, and rapid prototyping to deliver enhanced experiences across the customer journey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Design thinking is applied on an ongoing basis to support continuous improvement for moments that matter on the customer journey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We engage employees across the organization on how to spot CX improvement opportunities and encourage them to share their ideas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



# MMA's CX Maturity Assessment: Some Glimpses

## Data & Enabling Technology

Question  
3 / 13

## System of Metrics

Question  
4 / 13

**Q3. Which of the following best reflects your organization's use of data and enabling technology to develop insights and deliver a better customer experience?**

	Strongly Disagree	Disagree	Agree	Strongly Agree
We are able to create a single view of the customer across all touch points across the customer journey across our enterprise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our CX listening approach goes beyond surveys and ad hoc research to include unstructured data like social media, messaging, live chat, or voice-to-text from contact centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our data and enabling technology support continuous experimentation for more personalized content experiences across the customer journey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q4. Which of the following best describes your organization's ability to measure gaps in the customer experience and guide decision making?**

	Strongly Disagree	Disagree	Agree	Strongly Agree
Our CX metrics enable us to track whether the actual experience is aligned with key elements of the company strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our CX metrics allow us to measure our progress in driving automation and optimization for key moments that matter for our customers and employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We regularly link CX improvements to business outcomes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



*CX is multidisciplinary...*

# CX IS A TEAM SPORT





## Our Speakers





*Push the boundaries of  
AI-powered CX to  
build...*



**BRAND-OBSESSED**  
Customers



**CUSTOMER-OBSESSED**  
Brands

# What's in Store Today?

🕒 2:00 PM – 2:25 PM

## Breaking Silos: How Marketing & CX Collaboration Drives Business Growth

CX and Marketing: A Strategic Partnership, Not Parallel Tracks

Kotak emphasized that customer experience is not a post-sale function — it's central to the marketing strategy. By breaking silos and enabling real-time collaboration between CX and marketing teams, Kotak ensures a unified voice and consistent value across the entire customer journey



**ROHIT BHASIN**

MMA India Board Member; President, Head - Propositions & Chief Marketing Officer  
Kotak Mahindra Bank India



**YOGESH GARG**

Chief Digital Officer  
Kotak Mahindra Bank



**MODERATOR**



**MONEKA KHURANA**

Country Head & BOD Member  
MMA Global India



🕒 4:45 PM – 5:15 PM

## CX for All: Building Inclusive Journeys with the Power of AI

In today's rapidly evolving digital landscape, creating inclusive customer experiences is paramount. This panel brings together industry leaders from Britannia, WPP, and Google, alongside Amar Jain—a senior lawyer and advocate for the visually impaired community—to unveil an industry-first retail shopping initiative tailored for visually impaired individuals as we delve into the transformative potential of AI in fostering inclusivity



**AMAR JAIN**

Co-Founder  
Mission Accessibility

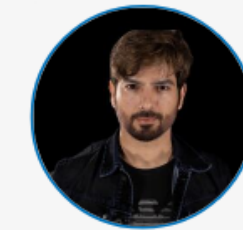


**SIDDHARTH GUPTA**

General Manager - Marketing  
Britannia



**MODERATOR**



**NIRAJ RUPAREL**

Creative Tech Lead  
WPP & GroupM India



**AMIN LAKHANI**

CEO, South Asia  
Mindshare



**BABITA BARUAH**

CEO  
VML India





# What's in Store Today?

*And many more...*

🕒 4:00 PM – 4:20 PM

## Using AI to Transform CX and Fuel Growth: A VC and Brand Perspective

As AI transforms marketing and CX, this chat breaks down what's real, what's hype, and how founders and marketers can smartly integrate AI into their growth roadmaps



**GOODIES NARAYANAN**  
Advisor, Ex APAC CMO Coursera



**VISWANATHAN V**  
Head of Marketing  
Elevation Capital  
 **ELEVATION**

🕒 4:25 PM – 4:45 PM

## From Automated to Autonomous Marketing



**DEEPAK ORAM**  
Sr. VP - Growth Marketing & Martech  
HDFC Bank  
 **HDFC BANK**

**Scan Here to  
View Agenda**



# *The Final Word: AI, CX, and the Power of Intentionality*

- ⚡ *Audit your experiences.*
- ⚡ *Break what's not working.*
- ⚡ *Ask harder questions.*



*...because your customers already are.*





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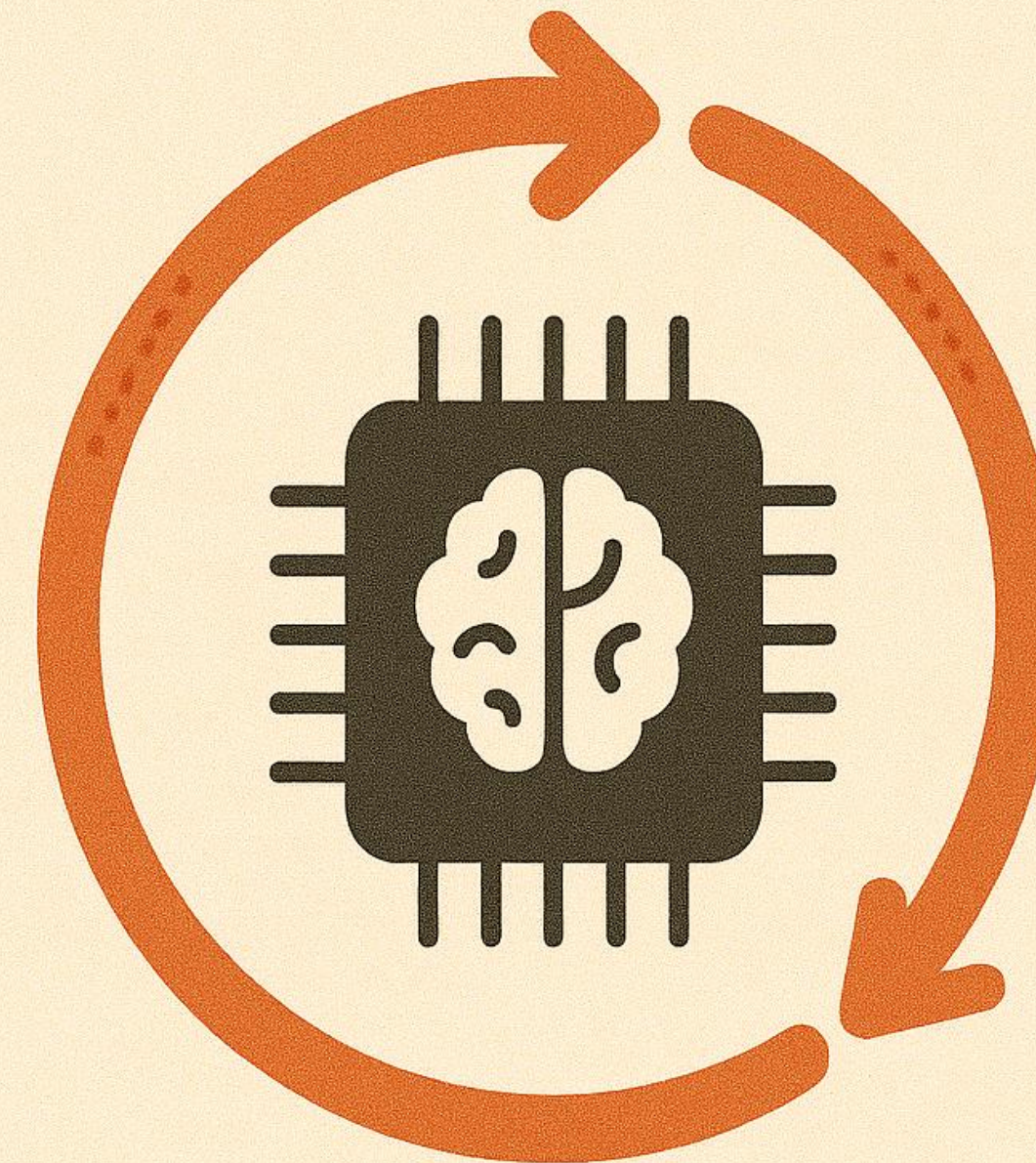
ADVANCING CX WITH AI

*It'll be unthinkable not to have intelligence  
integrated into every product and service.  
It'll just be an expected, obvious thing.*

*Sam Altman, CEO, OpenAI*



*With that...*



**AI-CX FLYWHEEL**  
**NO LONGER THE BEST KEPT SECRET!**