

**AI & ML**

**Personalization at scale: Taking your CRM Strategy to the Next Level**

**Roundtable Discussion Context**

Personalization has become increasingly important in the current digital age, as customers are looking for a more personalized experience across all touchpoints of their buying journey.

This roundtable aims to explore strategies and best practices for scaling personalization beyond CRM retargeting. The discussions will revolve around exploring advanced techniques, innovative approaches, and best practices to enhance CRM-based personalization efforts across industries.

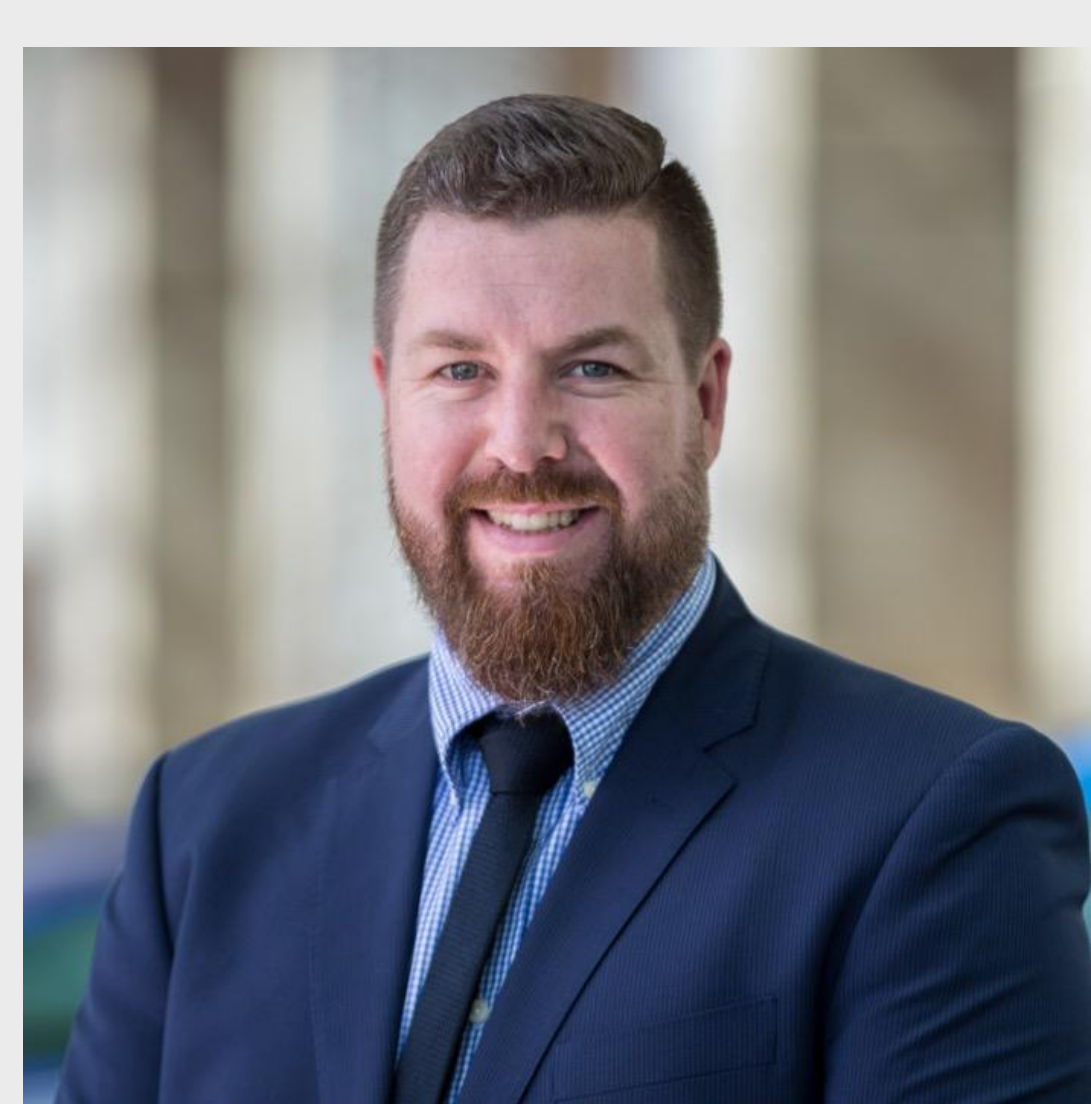
**Discussion points**

- 1) Leveraging Data for Personalization at Scale: How data can be effectively utilized to deliver personalized experiences at scale? Which types of customer data can be leveraged (for example, demographic, behavioral, and transactional data) and what other types of data can be integrated to enrich and create a unified customer profile? How do you prepare for a cookie-less future and how this affects retargeting?
- 2) Overcoming Data Challenges: What challenges organizations face in managing and leveraging data for personalization? How do you manage the challenges around following online to offline journeys? Let's discuss issues related to data quality, data integration, and data governance and share strategies and best practices to address these challenges and maximizing the value of their data.
- 3) Integrating AI and Automation: How AI technologies, machine learning, and automation can enhance CRM strategies? Some innovative solutions to discuss are intelligent chatbots, automated lead scoring, predictive modeling, and recommendation engines.
- 4) Creating Seamless Omni-Channel Integration and Personalization: Discuss the importance of providing consistent and personalized experience across multiple channels at all stages of the Customer Lifecycle journey. How can we integrate CRM with other marketing and customer engagement platforms to scale personalization further? (for example, CDPs)
- 5) Ensuring Data Privacy and Security: What are the challenges and considerations surrounding data privacy and security when implementing personalization at scale? Which strategies can we use for building trust with the customer?
- 6) Measuring the impact of Personalization on sustainable business practices: Discuss the intersection of personalization and sustainability in business operations. How can personalization initiatives contribute to sustainable practices? How would you measure the environmental and social impact?

**Roundtable Chairs**



**Charles Gemayel**  
Digital Strategy Manager  
Accenture Song  
[linkedin.com/in/charlesgemayel](https://www.linkedin.com/in/charlesgemayel)



**Christopher Grigoleit**  
CRM Strategy Manager,  
JLR MENA  
[linkedin.com/in/christopher-grigoleit-151b68a0/](https://www.linkedin.com/in/christopher-grigoleit-151b68a0/)



**TJ Lightwala**  
Managing Director,  
Accenture Song  
[linkedin.com/in/tjlightwala/](https://www.linkedin.com/in/tjlightwala/)

**Accenture Song**

**JAGUAR**

