



"Make the customer be at the centre" was a quote from today's Innovation Day for Customer Experience here in London. It's a good reminder that in spite of all the great use cases in CX for replacing manual processes with digital processes, this should not be seen as a way to retreat from the customer, to hide behind a chatbot, but to become more human in our interactions. AI should be used to "make a process redundant, not a person redundant".

Great intro from [Benny](#) who talked about the types of new innovations that AI can enable, with [Alex](#) and [Payal](#) giving an example from Warburtons of how SAP CX had eliminated 95% of inbound calls about product delivery. The great customer panel with [Harrods Karolina Wilczek](#) gave further real world examples including generating a single view of a customer and producing textual summaries of complex interactions.

I was impressed by [Kelly Slabbert](#) of med devices company [Clinisupplies](#) who explained that keeping their patients supplied with the right products was critical in their quality of life. "If we don't deliver, they can't leave the house".

The SAP experts of [Anthony Leaper](#) and [Steven Kirby](#) gave great examples of the new AI powered capability in Service Management and how critical it is to create happy customers. "No swivel-chair integration" was how they explained the end-to-end capability so "Mrs Jones gets her washing machine fixed". On screen examples included showing outstanding invoices (from S4), checking sentiment on a "Hug Ranking" or generating draft Emails. Other examples from [Rupert](#) and [Stephen](#) including writing blog posts, for example around launching a new jacket. Top quote from these two: "AI is the Wild West".

[Tash Reynolds](#) of [Huel](#) gave a great presentation of how to focus on people who refer products, the word-of-mouthers, they are your untapped marketers. [Kat Wray](#) explained how their product, Mentionme allows Huel to find these "silent influencers", show that they are valued and nurtured them.

Last customer was [Naresh Krishnamurthy](#) of [Molton Brown](#) who shared how they are using [Emarsys](#) to engage with their customers, individually for new conversations such as discussing their sustainability credentials. [Neil](#) and [Ben](#) of [Emarsys](#) rounded up the day with additional content, tough spot at the end of the day, nicely done.

Great location at [Ham Yard Hotel](#) in Central London, and on the same day as the King's opening of Parliament. They even have a bowling alley in the basement here, nice work [Kay Moody](#) [Bradley Cox](#) [Rebeca Quintana Purkiss](#) [Chris Alves](#) [Jessie Burke](#) [Aisling Fleming](#)