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Industry Benchmarking Report 2024:

# The Rise of Synthetic Shopper

# Customers Get Smart: The Rise of the Synthetic Shopper



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 THE CUSTOMER  
SHOW

19-20 March 2025

Good sales and marketing, competitive pricing, quality control, service excellence and consistent after-sales support all help a business to generate sales. But, it is good Customer Experience (CX) that enables customers to stay with a brand for life.

With information right at the customers' fingertips, enterprises and brands need to do more to stand out amongst competition – and traditional CX strategies just do not make the cut. And while an ever-evolving technology landscape means a consistently altering customer behaviour, this is also the perfect headway for visionary Customer and Marketing leaders – who recognise the need to break down silos in order to actualise digital-first, customer-first strategies.

The question is, how do we get there? In order to keep up with this fast-paced landscape, investment in the right technology is essential for ensuring hyper-efficiency – and so is integration within enterprises, making it business-critical for close collaboration amongst cross-functional teams.

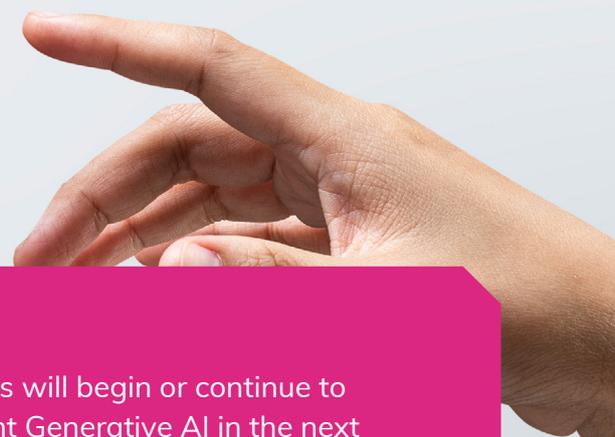
We recently spoke to senior Customer Experience, Marketing, Strategy, Digital & IT decision makers in preparation for The Customer Show Asia 2025. Here are some key quotable quotes to get us thinking forward:

“CX with  
empathy  
is what wins.”

“CX begins  
when CX fails.”

“The only way to  
keep AI from taking  
your job, is to use AI  
to do your job  
better.”

“Data is still  
the new soil.”



# Humans vs Machines: Doing More with Less

## \$1.06 Trillion

That's the total annual impact that Generative AI has left on customer operations.

[McKinsey analysis]

## 79%

Of leaders will begin or continue to implement Generative AI in the next 12 months.

[Gartner Generative AI 2024 Planning Survey]

With ChatGPT disrupting the marketplace, AI applications have gone to the next level. Tapping on the science of making machines think like humans, AI tools are now increasingly commonplace, as leaders see how AI can potentially unlock untapped strengths and opportunities lying dormant in digitally-delivered CX.

Plus, the prevalence of CCaaS platforms incorporating multiple AI technologies makes it easier than ever to move into this space. One thing to note: with every new technology that you integrate into your tech stack, be clear about any legacy issues and whether they will create any roadblocks for your CX team to resolve those issues. In most companies, it will be crucial to integrate CCaaS with UCaaS technology to break down any potential siloes and encourage collaboration between CX teams and other subject matter experts.

## AI IN BUSINESS – HERE'S HOW

The Gen AI advantage: Knowledge bots, context awareness, content creation, personalisation, summaries and more.



### Product

- Software product developing & testing
- Personalised product solutions

### Marketing

- Content generation
- Personalised ad creatives

### Sales

- Forecast intelligence
- Customer summaries

### Risk

- Fraud analytics
- Case summaries

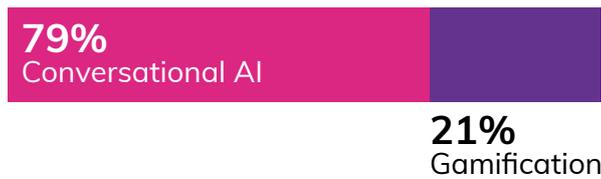
### Engagement

- Personalised messages
- Customer insights

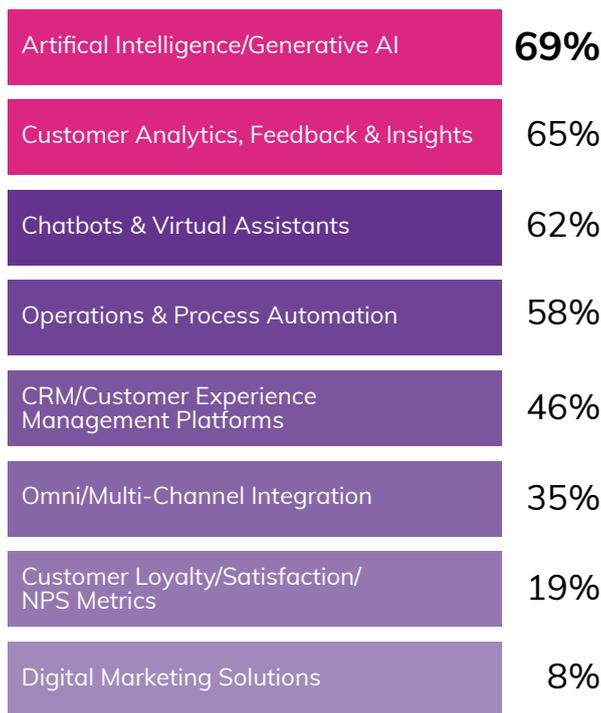
### HR

- Recruitment & onboarding
- Review contracts

Which are you going to implement or have already implemented in the company?



With shrinking budgets - what creative/new CX technologies are your organisation implementing to do more with less?



Darko Popovic, Chief Operations Officer, Multitude Bank notes that, with technology playing a critical role, the question on everyone's minds is undoubtedly this: "How will [businesses] balance automated AI tools with a human-based approach?"

By using AI and machine agents to carry out intelligent routing to reduce wait times, knowledge integration, and automation of repetitive tasks, it frees up human agents to use their empathy, decision-making skills, and deliver meaningful conversations with customers – which could not be served by robots.

**44%**  
Of businesses that rely on customer service automation (CXA) spend more time on customer engagement.



Nonetheless, at the end of the day, AI serves to complement human roles and should be government regulated, notes **Louis Teoh**, Regional Director, Commercial Operations, Genesys APAC.

"This will protect certain jobs from displacement and create roles that previously didn't exist. In areas where it's more efficient and effective to deploy AI, there will be requirements to upskill employees for roles overseeing, developing, and maintaining the technology. We'll also see more doors open for employees to team up with AI, giving way to superhuman performance."



## Attendees voted 'people' and 'processes' equally

TO DELIVER 'VALUE ADD' BEYOND COST EFFICIENCIES WHICH LEVER DO YOU BELIEVE IS MOST EFFECTIVE



Ultimately, Employee Experience (EX) has evolved and grown outside of its traditional HR 'box'. Today, it exists as a critical growth driver that's as invaluable to the bottom line as marketing, sales, or R&D. EX and Customer Experience (CX) are intrinsically linked, with 47% of engaged employees more likely to be high performers. Businesses recognise the importance of boosting EX in recent years, and close to 50% of global leaders are expected to incorporate EX initiatives into core CX strategies.

This could mean tapping Experience Management (XM) practices to equip leaders with the people data and insights needed to make smart decisions, work cross-functionally to connect that data to specific outcomes, and influence organizational strategy to impact both top- and bottom-line results. Read more [here](#).

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## Winning Strategy

It's high time businesses consider personalisation tactics, because that could win 49% of consumers into repeat users. 69% of customer leaders are also looking at leveraging emerging technologies to create a more personalised experience (The Customer Show Asia 2023).



# Customer-Centric Rule: Personalisation Matters

According to a **report** by customer engagement platform Twilio, 62% of consumers expect personalisation – or what we know as hyper-personalisation – and they believe that a brand will lose its following without it. Another 49% of consumers say they will convert into repeat users/ buyers should personalisation be offered.

Here's the difference: the new hyper-personalisation leverages data analysis techniques, to engage with customers in real-time, at the right time – thus proving the ability to provide contextually relevant interactions, and at the speed expected.

For instance, Netflix goes beyond tracking regular purchase history, to use data and Artificial Intelligence (AI) to match users' thought processes. Fintech apps such as the one by Indian payment service provider Mobikwik set up triggers for utility bill due dates so users pay on time. Health and wellness apps are introducing customised streaming workouts, and most vendors already provide the baseline live chat option.

Some other topics that Chief Customer and Marketing Leaders will discuss on CX at The Customer Show Asia 2025:

1. The Power of Co-Creation:  
**Designing Customer Journeys Together**
2. Building Customer Advocacy:  
**Turning Satisfied Customers into Brand Champions**
3. Building a Customer-Centric Culture:  
**Alignment from the Top Down**

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# The Power of 'Phygital'

# 64%

Of customers place extra emphasis on their in-store experience when it comes to purchasing or supporting brands.

Increasingly, customers demand personalised experiences that **1) matter 2) cross multiple channels 3) and yet connect seamlessly**. Indeed, global omnichannel sales are expected to reach \$2.7-trillion by 2025.

This makes it imperative for businesses to bridge the gap between expectations and experiences – what is termed the 'phygital' (physical and digital) world – in order to maintain their competitive advantage in the market.

This could also include using augmented reality, virtual reality, and location-based services to shape buying experiences online and offline. How does the world of self-service in next-generation stores look like? What technology helps optimise physical footprint to improve customer flow? Is it possible to deliver personalised CX in a physical store – while not forgetting the digital channel?

## What if you could engineer in-store experiences, to provoke online ordering and vice versa?

Some examples include NikeiD: a 'lifestyle' service allowing consumers to customise their shoes, or simply shop entirely via the app. STM Goods used AR technology to allow customers to virtually 'try' on backpacks to explore size, fit, and functionality through the app. At Reformation, customers just needs to add the pieces they're keen to try via touch screens on the wall, and staff would grab these selections into dressing rooms for tries.

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**FUTURE BRANCHES  
& STORES**

19 March 2025



**THE CX  
METAVERSE**

19 - 20 March 2025

# Customer Catchphrases to Know

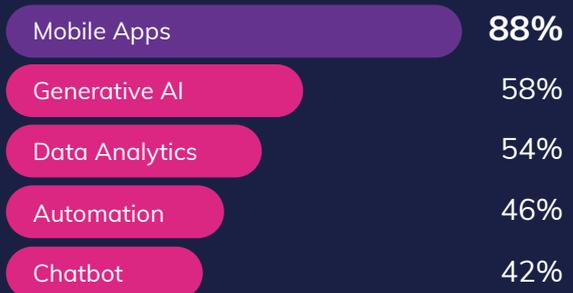
## HYPER-PERSONALIZATION

Or what **Darko Popovic**, Chief Operations Officer, Multitude Bank calls “good predictability”. Instead of waiting for the customer to take a step, the business proactively approaches with a tailor-made offer or suggestion. Read more [here](#).

Benefits of tapping hyper-personalisation are numerous, including competitive advantage, improved brand loyalty, better marketing performance, standing out in a crowded marketplace, etcetera.

## MOBILE-FIRST/ SOCIAL-MOBILE FIRST

Which technologies or tools do you use frequently?



Brands that are still discussing the importance of expanded digital product and service offerings or e-commerce focused offerings are already behind. In fact, the next big shift in consumer behavior will be a change in traditional e-commerce (shopping on a computer) to “m-commerce” (shopping on a smartphone or tablet). Read more [here](#).

## METAVVERSE

The metaverse represents a collective virtual space where users interact through augmented reality (AR), virtual reality (VR), and other digital platforms. From virtual storefronts and product demonstrations to interactive events and social gatherings, the metaverse opens up unique ways to redefine customer engagement.

Read more [here](#).

## GEN Z

Currently the second youngest generation (born between 1996-2010), and who are shaped by the digital era. Diversity is what Gen Z will bring to the table and it's crucial for businesses to discussions on marketing tactics, tech fluency, and Gen Z's role in customer transformation initiatives.

## O2O

Customer insights from Online to Offline. This strategy would include the benefits of providing a consistent engagement across multiple channels, exploring various approaches such as CRM systems and marketing automation.

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## SUPERCHARGE YOUR CUSTOMER EXPERIENCE STRATEGY

Join the #1 Expo in Asia for all industry leaders impacting their customer journeys' lifecycle & ecosystem. This is a one-stop expo with cutting-edge solutions, insightful conferences, and engaging presentations to elevate customer experiences. Whether you're in Customer, Technology, Marketing, Retail, or any touchpoint of the customer journey, there's something for you.

Don't miss the 2025 edition, packed with the latest innovations, case studies, and unforgettable networking opportunities.

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### 2 PREMIUM CONFERENCES



**19-20 MARCH 2025**

The premier event for Customer & Marketing leaders in Asia to collaborate, share insights, and ignite customer-centric strategies that drive business growth.



**19-20 MARCH 2025**

Bringing together leaders involved in all retail and branch operations, technology, infrastructure, experience and design to dive deep into the future of branches and stores in today's digital age.

### 4 CUTTING-EDGE DISCUSSIONS ON-FLOOR THEATRES



**19 MARCH 2025**

Practical case uses of how businesses testbed and leverage the Metaverse as a powerful touchpoint in the customer journey.



**20 MARCH 2025**

Gathering prominent Technology, Data and Customer Service Leaders for a day of in-depth discussion focusing on enabling hyper-personalised interaction at scale with Conversational AI.



**19 MARCH 2025**

Looking at the different aspect of customer service operations and how businesses can adapt quickly to the ever-changing customer expectations in the age of technological disruption.



**20 MARCH 2025**

Employee Experience (EX) and Customer Experience (CX) are intrinsically linked. The number of businesses which recognise this correlation are rising, so come join the Employee Experience Asia theatre for best practices in transforming EX.