

AI IN BUSINESS

Real-time Insights - Artificial Intelligence in Brand Management

Detecting patterns and anomalies for faster decision making and brand orientation

Turn Customer Perception “into Sales and Growth”

A brand is a publicly distinguished product, service or concept that can be easily communicated, marketed and positioned.

Competition ensures brand strategy is vital to customer loyalty. This ensures human psychology, best practice and effective measures are at the forefront of thinking for brand managers.

Observations

- Opinions spread quickly, word of mouth and social search are powerful
- Human psychology affects brand loyalty
- Brand statements only partially answer “identify, connection and fulfilment” of customers
- Customer reviews affect reputation
- Loyalty and reputation directly influences growth

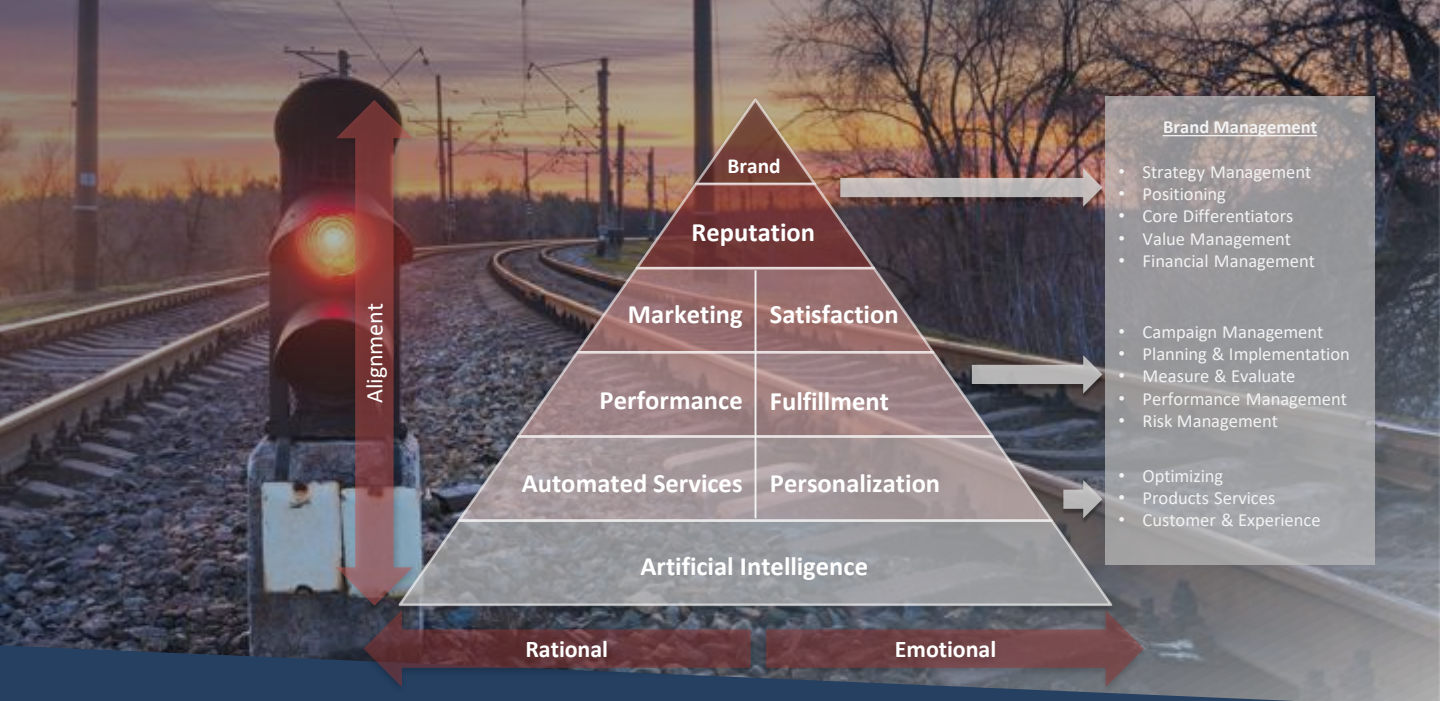
Why Artificial Intelligence

The objective of using Artificial intelligence (AI) is:

- Improve brand interaction and rationalize actions that promote brand goals
- Avoid a high degree of fluctuation in customer perception
- Help make brand experience more personal and predictive
- To more effectively automate the process; targeting speed, flexibility and agility

Achieved by

- Signal weighting and entropy pooling
- Data management and predictive analytics
- Intelligence driven catalogs
- Social network optimization
- Market engagement and customer care
- Management of digital media and reputation



Happy customers create brand loyalty, increasing reputation and growth

"Focus on brand management via customer experience"

Principles and Understanding

- ~ Brands use AI to control experience and hype
- ~ Patterns vary making accurate forecasts difficult
- ~ Aim to reduce uncertainty and provide performance benchmarks

The AI Customer Experience

- **Generating personalized recommendations**
- **Building AI-powered application programming interfaces (APIs)**
- **Linking business and customers, thus improving perception**
- **Providing speech recognition and emotional intelligence solutions**
- **Perception signals on for market and customers providing recommendations to reduce risk**

Where can AI be applied?

15 areas Brand Management and Marketing can benefit from AI.

- AI generated content
- Smart content curation
- Voice and image search and recognition
- Programmatic media buying
- Propensity modelling
- Predictive analytics
- Lead scoring
- Add targeting
- Dynamic pricing
- Web and app personalization
- Chatbots
- Re-targeting
- Predictive customer service
- Market automation
- 1:1 dynamic communication



Opinions spread quickly

Word of mouth and social search are powerful

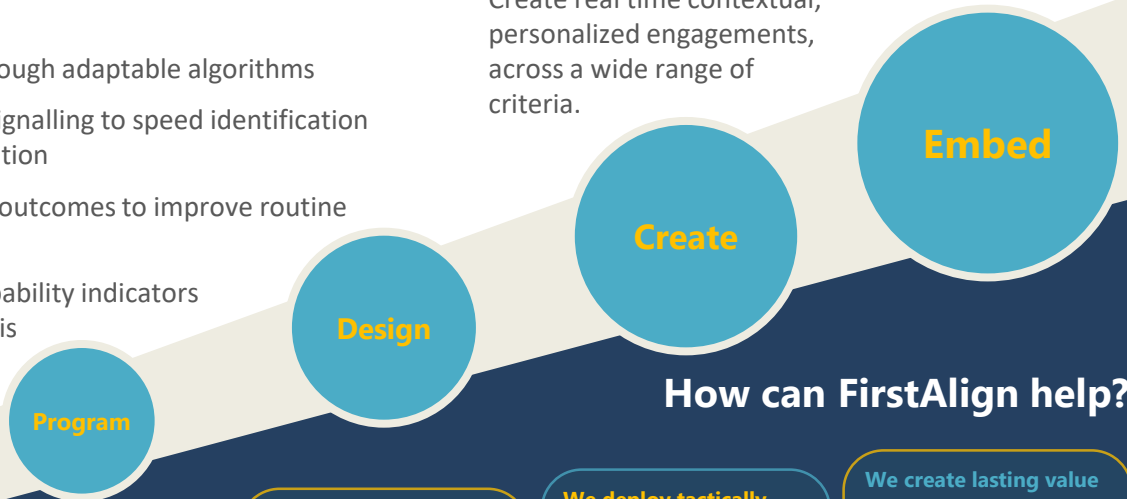
Customer reviews affect reputation

Outcomes

- Strong insights, predictions, recommendations, and automation
- Self learning through adaptable algorithms
- Modelling and signalling to speed identification and task completion
- Optimization of outcomes to improve routine actions
- Signals and probability indicators that brand value is changing

Market Engagement

Create real time contextual, personalized engagements, across a wide range of criteria.



How can FirstAlign help?

<p>We uncomplicate AI</p> <p>We help leaders identify their AI opportunities and we bring them to life.</p> <ul style="list-style-type: none"> ~ Change governance ~ Current state analysis ~ Future state design ~ Transition planning 	<p>We assess and develop</p> <p>We consider the business problem, and build awareness</p> <ul style="list-style-type: none"> ~ New services ~ Existing services ~ Automation ~ Predictive analytics 	<p>We deploy tactically</p> <p>We develop proof(s) of concept, and systems that bring ideas to life.</p> <ul style="list-style-type: none"> ~ Understand ~ Diverge - sketch - decide ~ Prototype ~ Validate 	<p>We create lasting value</p> <p>Embed new working methods, and develop better analytics.</p> <ul style="list-style-type: none"> ~ Operational transition ~ Center of Excellence ~ Long term viability ~ Knowledge & education
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