



Exclusive Webinar: APAC Consumer CX Preferences and Emerging Tech Trends in 2020

Dave Flanagan, Director, Digital & Conversational AI, ANZ, Genesys Jean-Marc Provost, Director, Digital & Conversational AI, APAC, Genesys Conversational Artificial Intelligence (AI), Marketing Application and Chatbot specialist Dave Flanagan, Genesys, will join APAC regional counterpart Jean-Marc Provost, in a fascinating webinar on CX trends uncovered in an exclusive survey, 2pm AEDT 4pm NZDT tomorrow, Tuesday 10 December 2019. Dave's extensive experience in emerging consumer technologies underpins his interpretation of striking statistics revealed in the newly released research, and its impact on the ANZ region. Dave will further explore hot topics including: Which channels APAC consumers find most effective in solving their problems How consumers really feel about bots – and in what circumstances they are willing to work with them How self-service channels can be used more effectively Which technology can enhance CX with efficiency, reduced effort and personalisation Emerging tech trends and recommendations for CX investment in 2020 Dave Flanagan is available for interview for Australian and New Zealand media partners after the webinar by appointment only. Media are invited to register here -END- Media Invitation Media are invited to attend Dave's session APAC Consumer CX Preferences and Emerging Tech Trends in 2020. Transcripts and recordings are available. If you are unavailable to attend the session, please register here to receive a link to the full recording of the webinar. Limited interview opportunities are available with Dave Flanagan. Exclusive and advanced access to full survey results may be available upon request. Please contact Zadro for further information. Dave Flanagan Director, Digital & Conversational AI, ANZ Genesys During his 15 years in digital project management, product and platform development and CX, Dave has worked around the world as a leading innovator in digital solutions and conversational AI. Prior to joining Genesys, Dave held senior roles in both technology companies and digital marketing agencies, developing and growing product areas including chatbot, automation and conversational interfaces. Dave has delivered several high-profile award-winning campaigns and gained recognition at Cannes Lions, New York Festivals, AIMIA, Mumbrella, D&AD and the Effies. Some of his award-winning projects include Foxtel's "The Wentworth Rat" chatbot and the Hungry Jacks app. Dave can provide interview and commentary on: AI in Business, Marketing and Brand Experience Conversational Experience Design Chatbots: Their History, Future and Potential Customer Experience (CX) Human-Centred Design Business Technology Trends – specifically chatbots, messaging apps and blended AI Dave Flanagan, Director, Digital and Conversational AI for Genesys in Australia and New Zealand (Hi-Res available on request) About Genesys Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel. Every day, 11,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes and create lasting relationships. Combining the best of technology and human ingenuity, we build solutions that mirror natural communication and work the way you think. Our industry-leading solutions foster true omnichannel engagement because they perform equally well across channels, on-premises and in the cloud. Experience communication as it should be: fluid, instinctive and profoundly empowering. Visit genesys.com on Twitter, Facebook, YouTube, LinkedIn and the Genesys blog. Media Contacts Australia Elizabeth Williams Group Account Director ZADRO elizabeth@zadroagency.com.au +61 2 9212 7867 +61 411 201 354

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