

# Know me - Coach me - Predict me

How to stay relevant in the age of digital

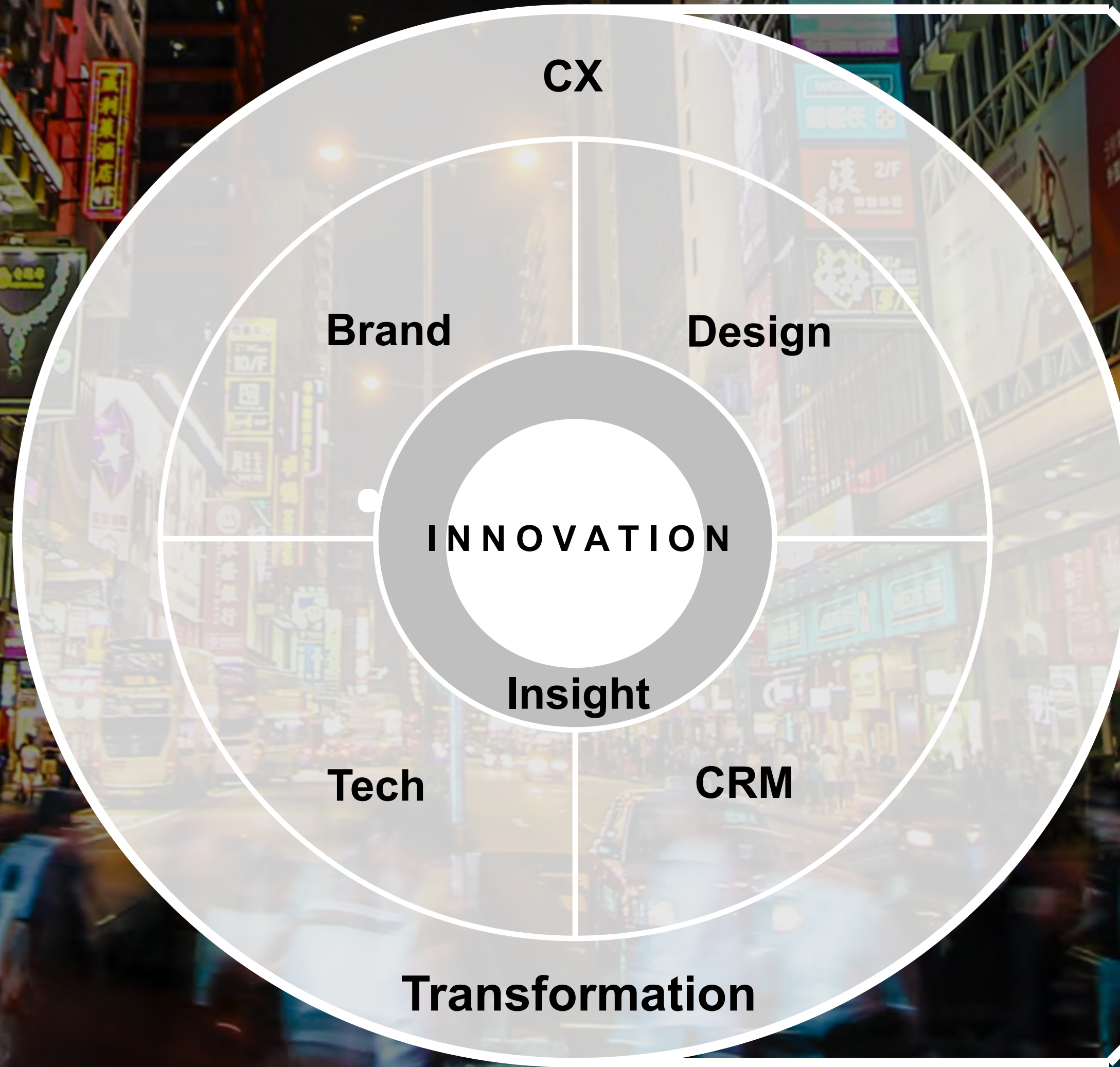
**Andreas Markewärn** Digital Strategist



# Digitalist

# The CX Innovation Company™

From Ideas to Life



“Silobreaking”  
Client Teams

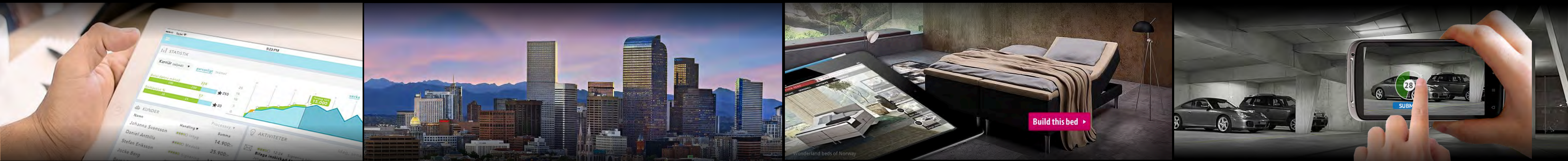




Two decades of rapid



digitalisation & transformation



T- 00:00:16

UPCOMING LIFTOFF

STARTUP

THE FALCON HEAVY FLIGHT COMPUTERS HAVE TAKEN CONTROL OF THE COUNTDOWN

**Never in the human history  
have the present been so temporary**

FALCON HEAVY TEST FLIGHT



# Digital Transformation



The engaged Customer




The capable Organisation



Homerun  
Wireless Zone

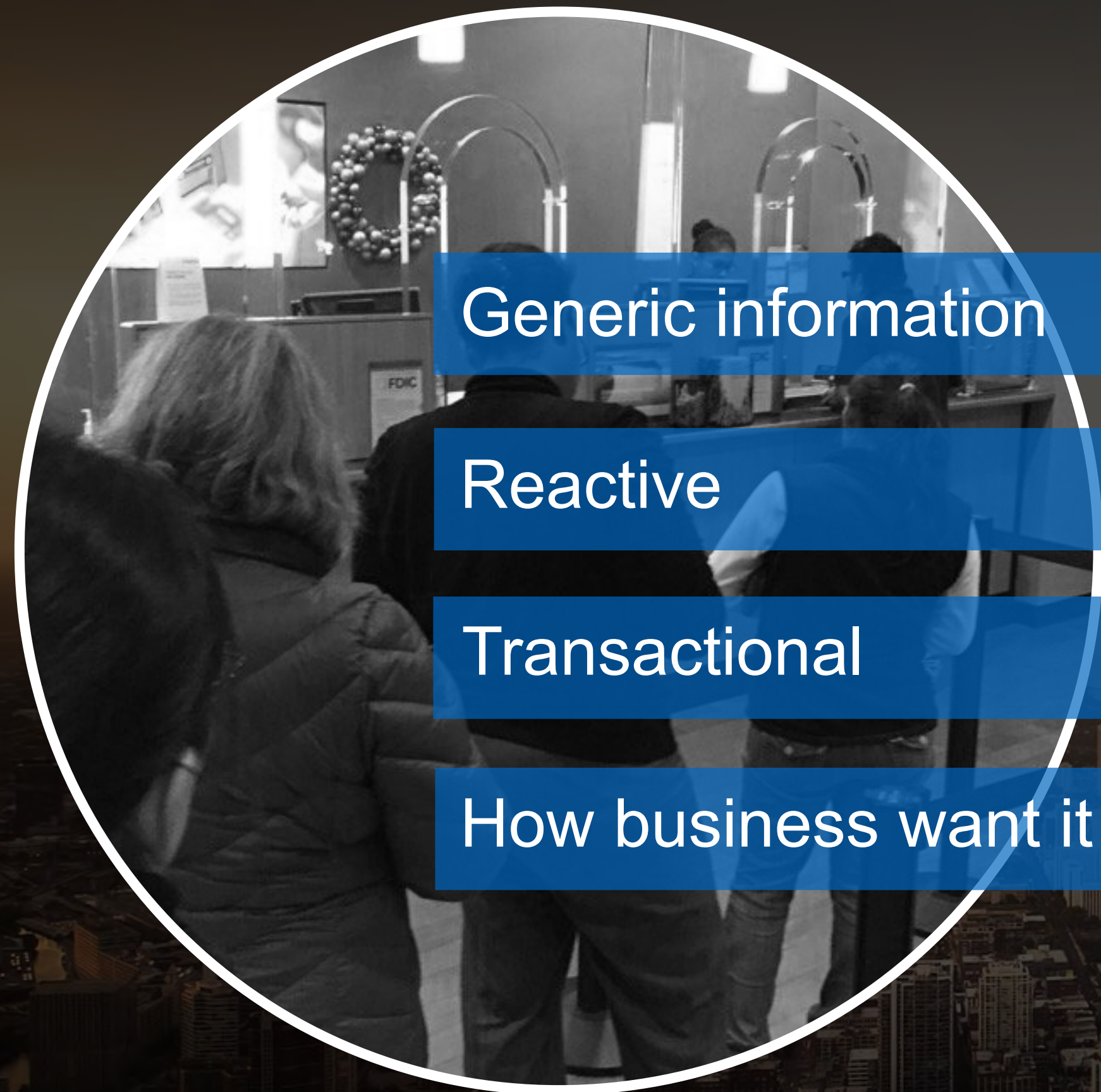


UBER

A man with light brown hair, wearing a grey jacket and a dark scarf, is looking down at his smartphone. He is holding a white coffee cup in his other hand. The background is a blurred crowd of people, suggesting a busy public space. The text is overlaid on a dark semi-transparent background.

**Digitalisation can on the  
other side nurture bad behaviour**

# From generic to personalised services



Generic information

Reactive

Transactional

How business want it

Know me

Coach me

Know my goals

How I want it



# Evolving digital behaviour

Digital lifestyle

Digital workstyle





# Digital lifestyle changes expectations

Relevance

Personal

Realtime

Value

Simple

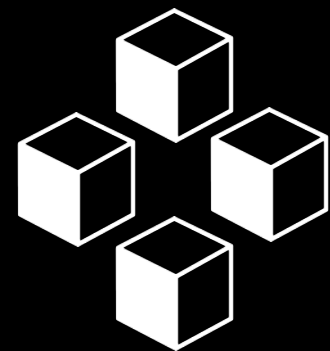
# Organisations blocked from seizing the day



## DECLINING PRODUCTIVITY



Technological shortcomings within their respective organisations

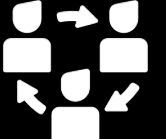


Continue operate old frameworks, often siloed and not user friendly



Procedures out of sync with the digital world. Information must flow quickly and freely across organisations and teams

## NOT KNOWING THEIR CUSTOMER



Organisations need to build deeper, more meaningful relationships across the new social ecosystem to be close to the customer.



**Only 1% of all data  
is analysed!**

An aerial, top-down view of a city street at night. The street is illuminated by streetlights, and several cars are visible. On the left and right sides, there are multi-story buildings. The image has a dark, blue-tinted background. Overlaid on the image are several glowing blue circles and a dashed white line, suggesting data points or tracking paths. The text "Challenge for businesses today - turn data into actionable insights" is centered over the image. The word "actionable insights" is highlighted in yellow.

Challenge for businesses today -  
turn data into **actionable insights**

# AI adds new analytical capabilities



Predict customer value based on realtime behaviour



Hyper-personalised content offering



Conversation Rate Optimisation



Analyse, optimise and automate content production



Visual understanding - identify and structure objects & events



Product recommendations



Customer loyalty and leakage



Automised lead scoring



Optimise email sending based on individual behaviour



Understand customers emotional status



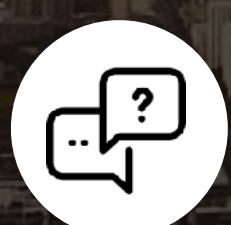
Enrich contact properties in CRM system



Optimised 1-to-1 Customer journeys



Automised customer segmentation



Customer support & chatbots



Optimise campaigns with AI-driven advertisement

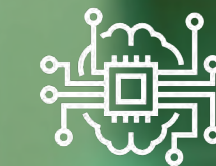


Voice driven e-commerce

# Redesign how you engage with your customer

Know me

Use deep learning & AI



Artificial Intelligence

Coach me

Become proactive



Journeys



Processes



Analysis

Goal driven

Focus on context



Adaptive



Dialogue driven



Team

How I want it

Make it personal



My profile & data

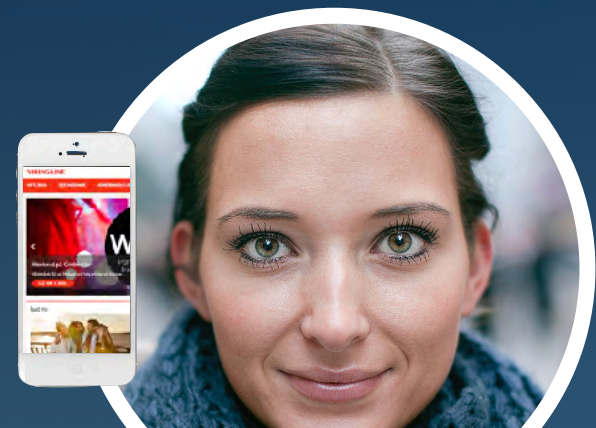


Realtime



Cloud based

# How to become more data- and insight driven?



## Customer experience

Unknown Known Customer  
Awareness  
Onboarding  
Acquisition  
Engage  
Retention



## Business experience

<b>Physical</b>	<b>Digital</b>
Store	Web
Advertising	App
Print	Social
	SMS & Email



## Automation & AI

	Test & optimize
	Orchestration
	Structure & Analyse



## Your employees

#Teams  
Plan  
Execute  
Measure  
Adapt

1-to-1 customer journeys >

Single view of the customer >

Insights

Engagement <

Personalisation <

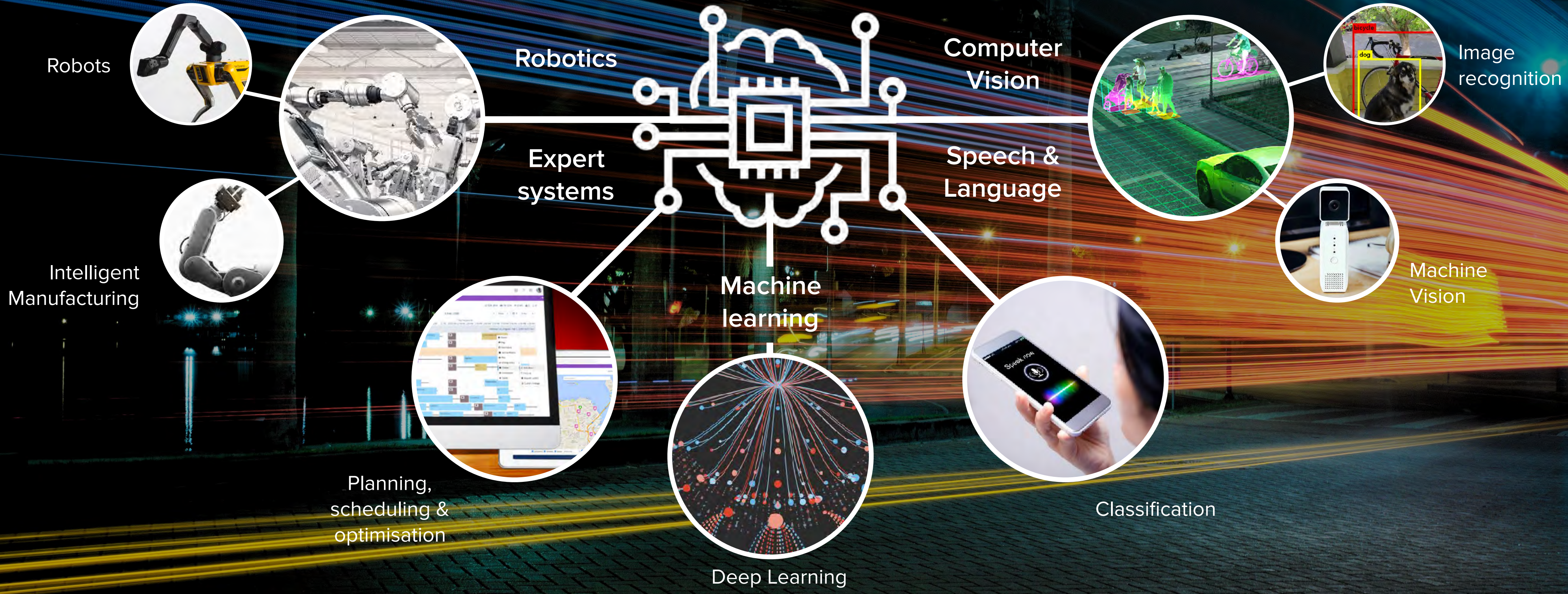
Adaptation

# Artificial intelligence

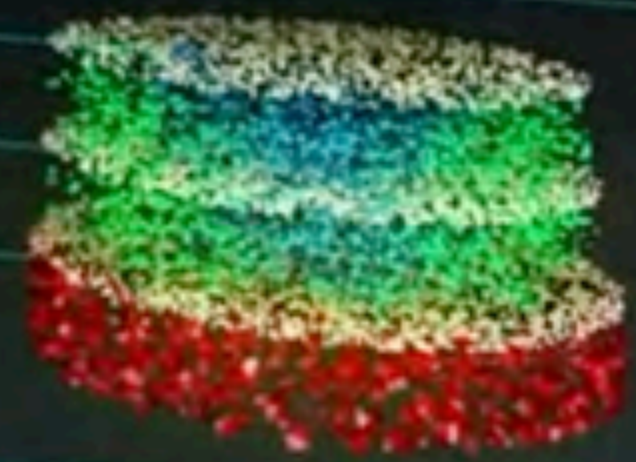




# What is Artificial Intelligence?



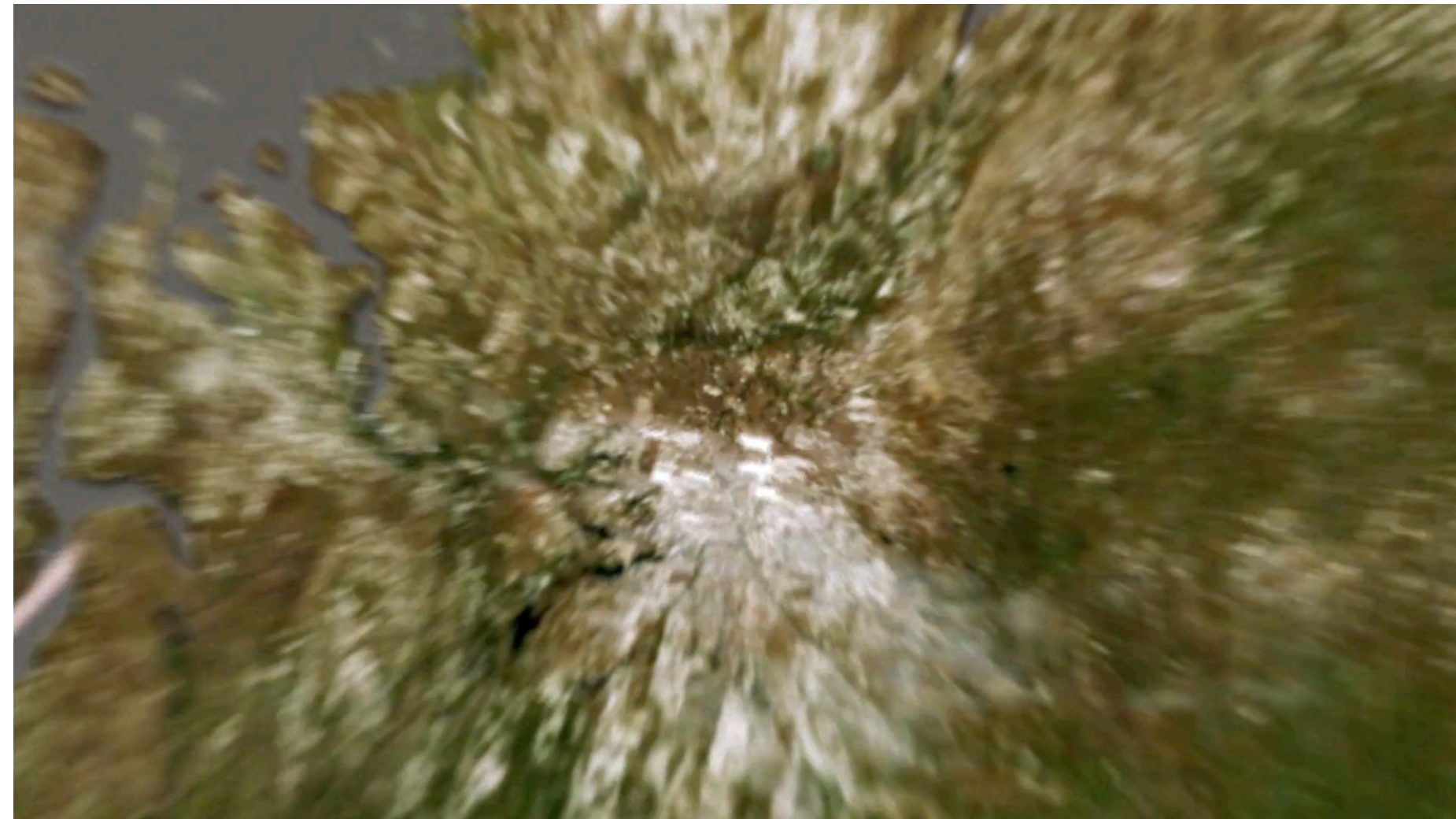
PERPENDICULAR VEGETATION INDEX - PVI



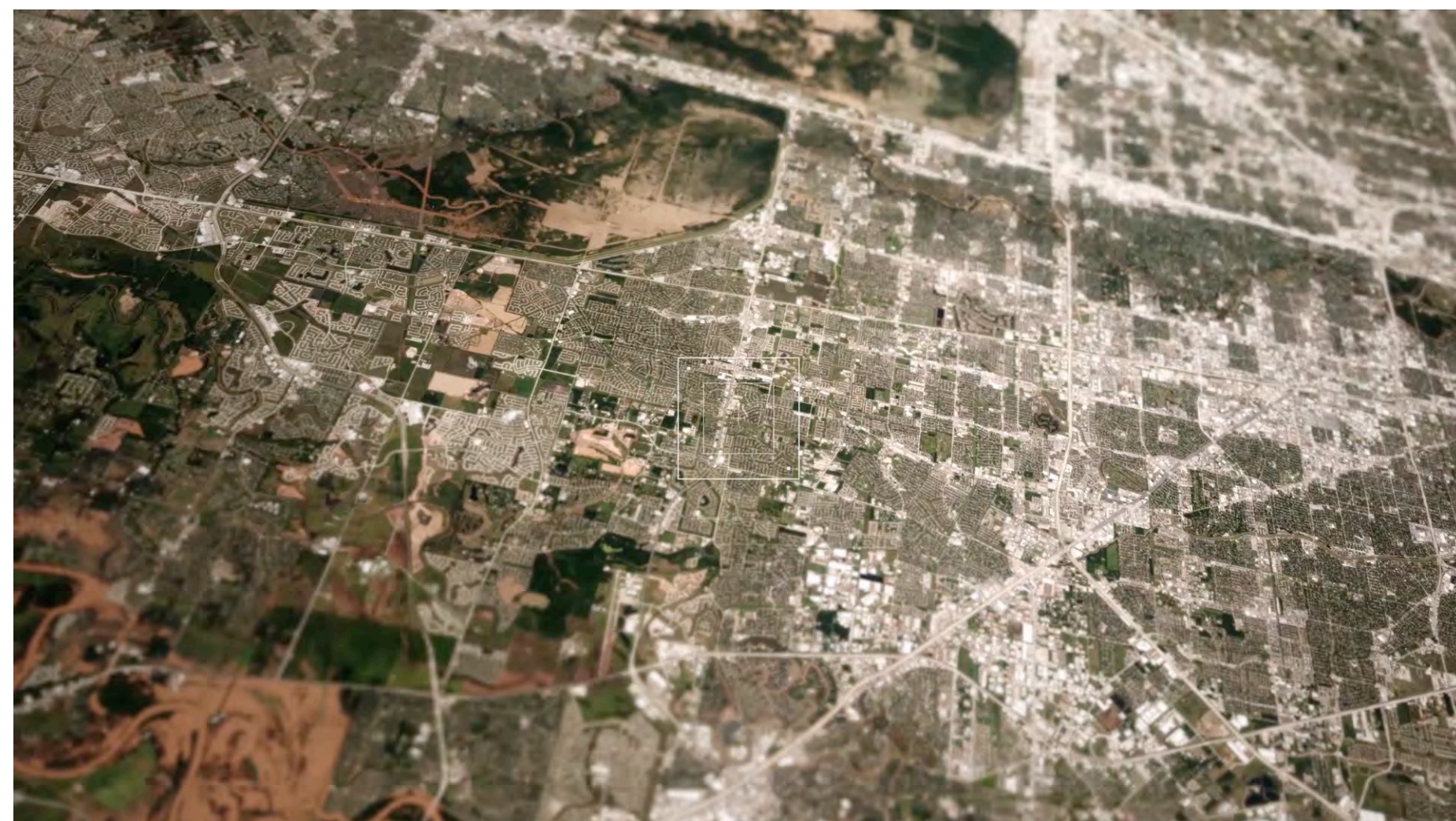
DAILY PROJECTION NEXT: 9.47 HRS



# Planet - AI for planet monitoring & analysis



Planet's constellation of satellites orbit the poles every 90 minutes, capturing the entire Earth's landmass every day.



3, 5, and 0.72 meter resolution

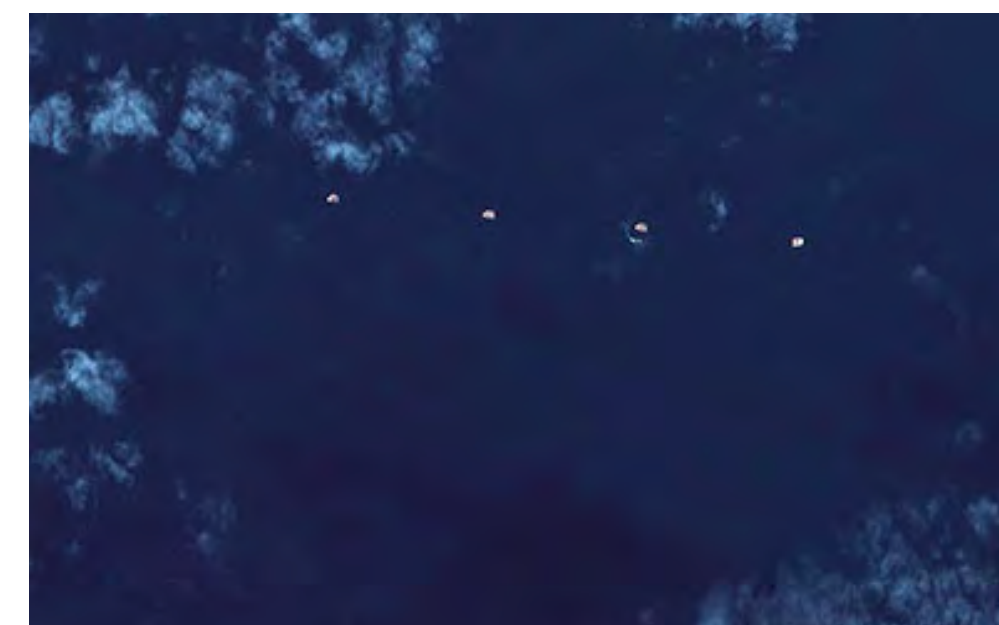
## Industry applications



Agriculture



Energy & Infrastructure



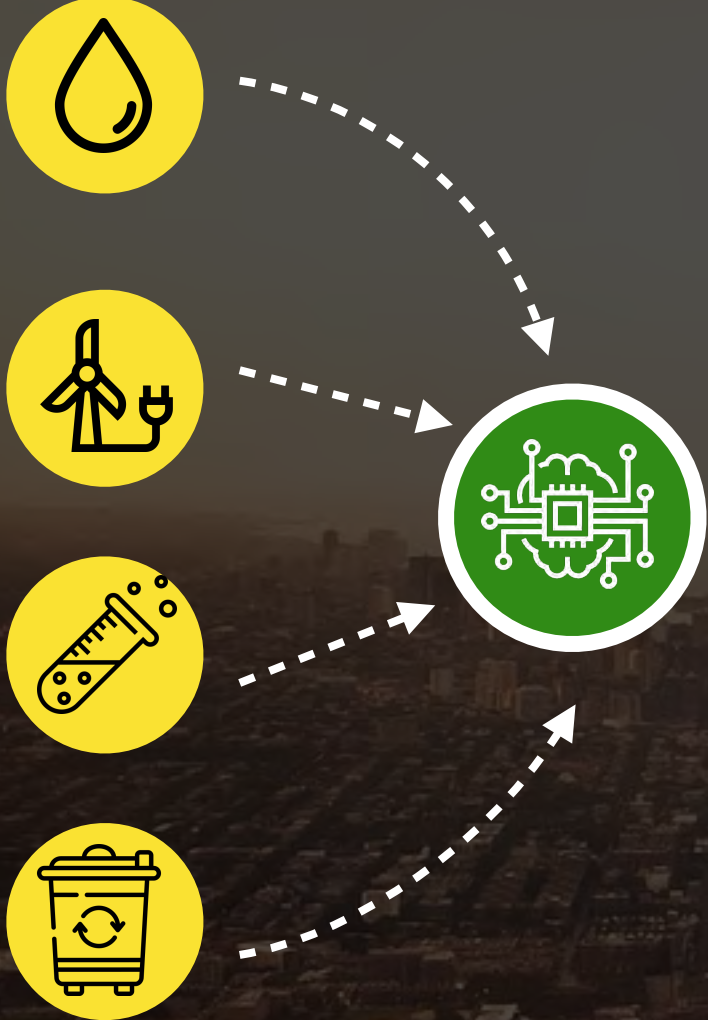
Maritime



Insurance

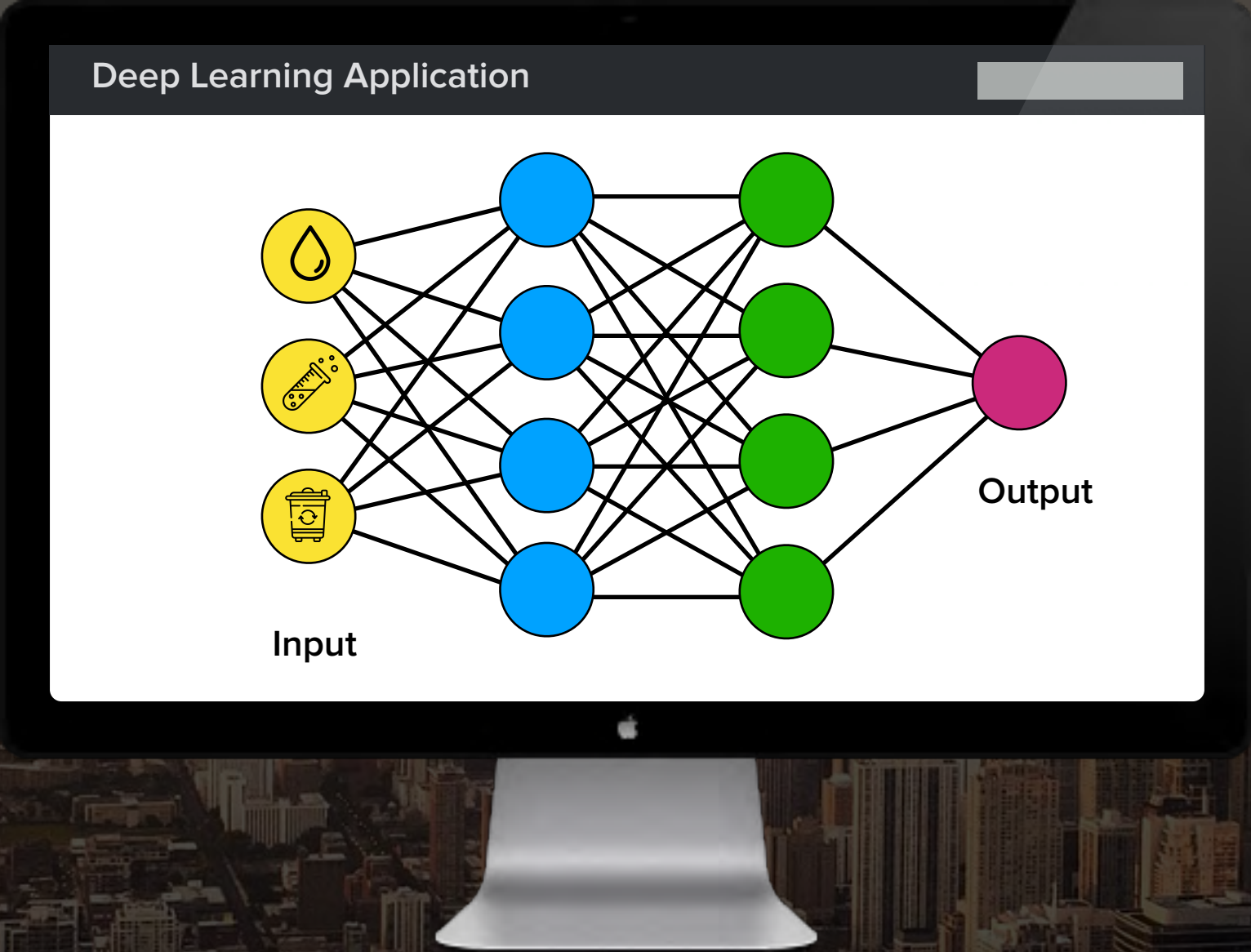
# Build new capabilities with the support of Machine Learning

Capture your data & events

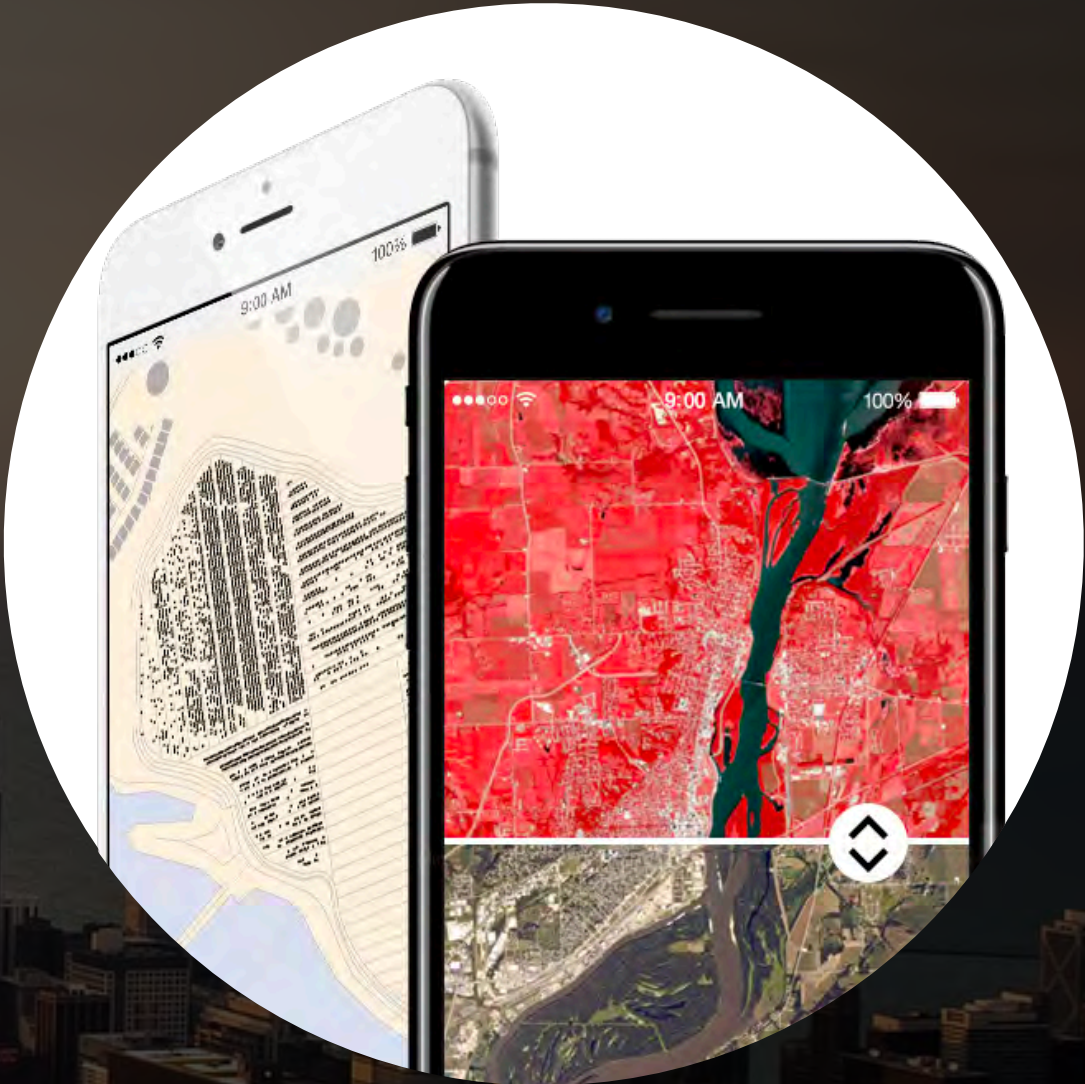


Setup rules & definitions and use your AI to manage the large volume of data and analysis needed

Train your AI with the use of deep learning



Deliver valuable insight based on user context & need



# Update the knowledge workers capability toolbox



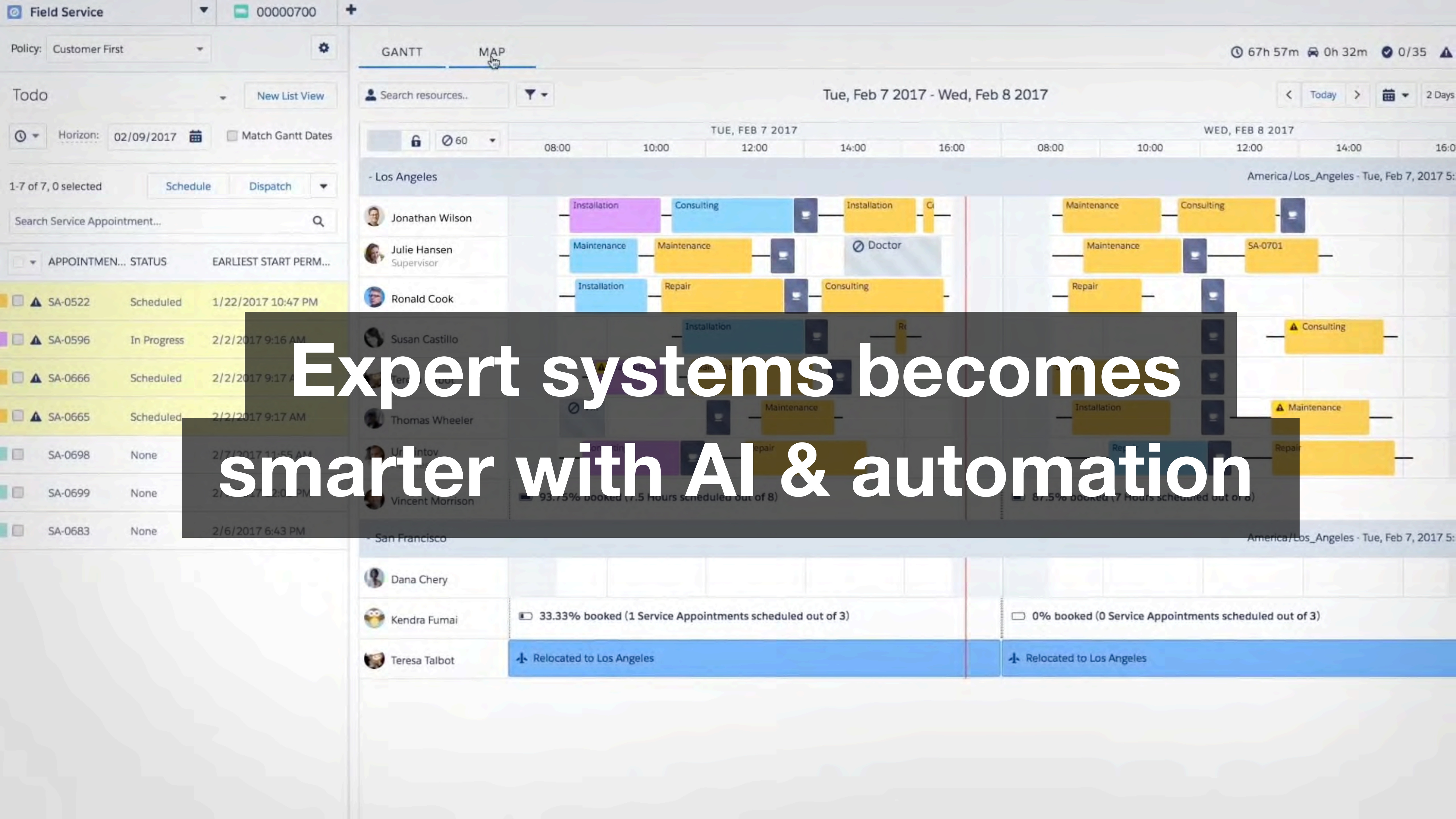
**Act as one team**

# Expert System

An expert system is a system that uses AI technologies to simulate the judgment and behavior of a human or an organization that has expert knowledge and experience in a particular field.

Typically, **an expert system incorporates a knowledge base containing accumulated experience and an inference or rules engine** -- a set of rules for applying the knowledge base to each particular situation that is described to the program.





Expert systems becomes smarter with AI & automation

# Redefine knowledge work with the use of AI



## VISIONING A SMARTER SYSTEM

Tactel presents a visionary concept built on top of Bombardier's vision and value proposition of a new platform.

Our concept enables all users to become active digital engineers and use social data to manage proactive support, contribute knowledge, and assign tasks – together, and in real time.

We call it evolved maintenance.

### EVOLVED MAINTENANCE | Collaborative maintenance for all screens

We designed MDC to be a smart maintenance platform that brings employees together. With the right tools all users can learn to engage and put collaborative methods in use.

It's possible to build a smart and adaptive system, that inspire everyone to greater work and optimized performance.

### EVOLVED MAINTENANCE | Key features presented in the concept

- SCREEN MANAGER**  
My Office
- Device manager**: the user change work-modes and device configuration without facing phase and loss during a work shift.
- Visible work process** makes getting work done easier and measurable for reports and metrics.
- Smarter use of device capabilities** in work session due to that all devices capabilities managed by the user are managed and activated by the system.
- Scoring** makes maintenance work visible and measurable for reports and metrics.
- Social flows** improve conversations and knowledge management on all levels in the system.
- Realtime monitoring** with high level of visualizations of assets data, geographic and teams positions give the user a better view on conditions and status.

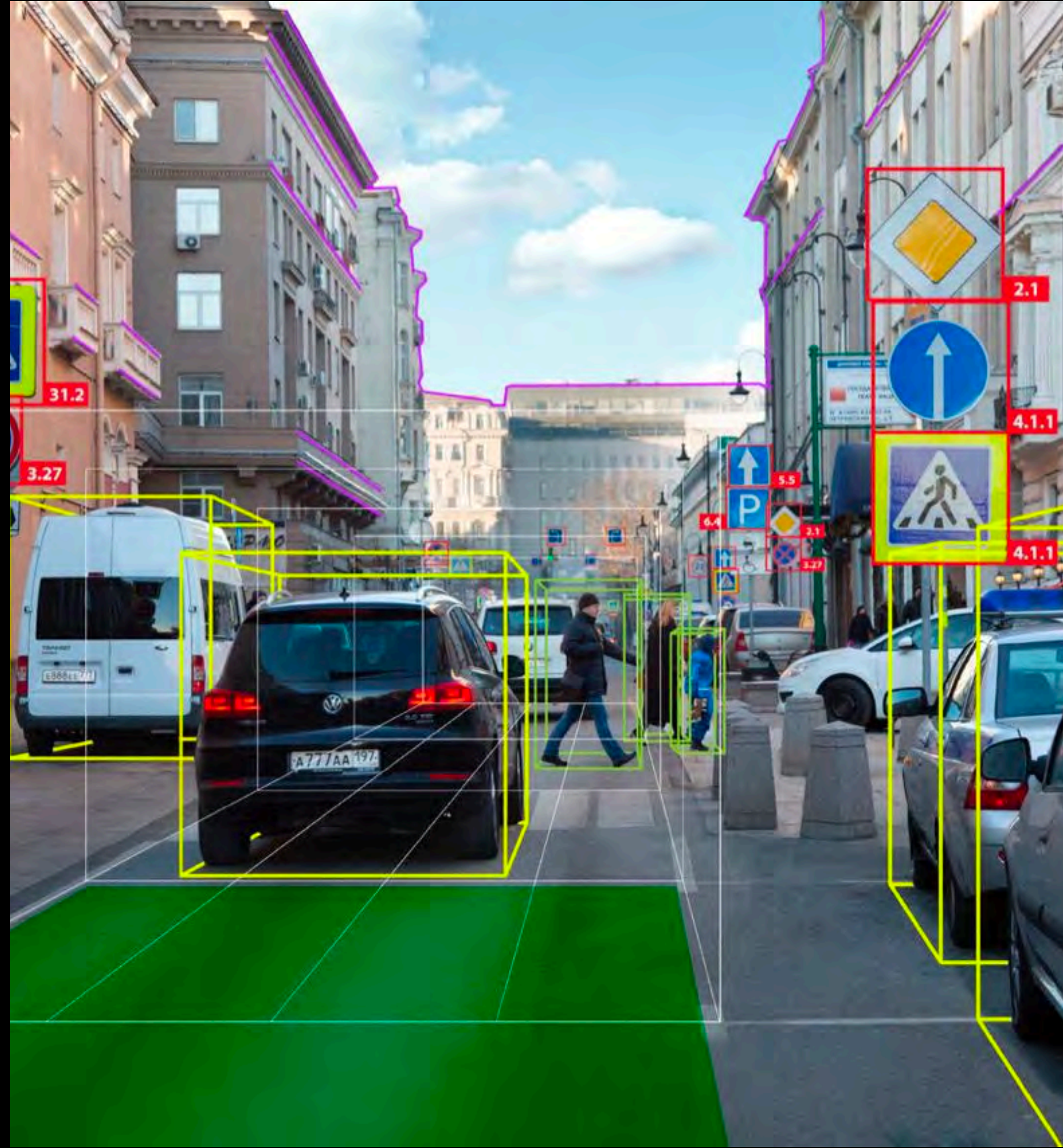
### SCENARIO - ALARM NOTIFICATION

08:15 Peter gets notified of a serious error from MDC. Needs notification. Look at map to locate problem.

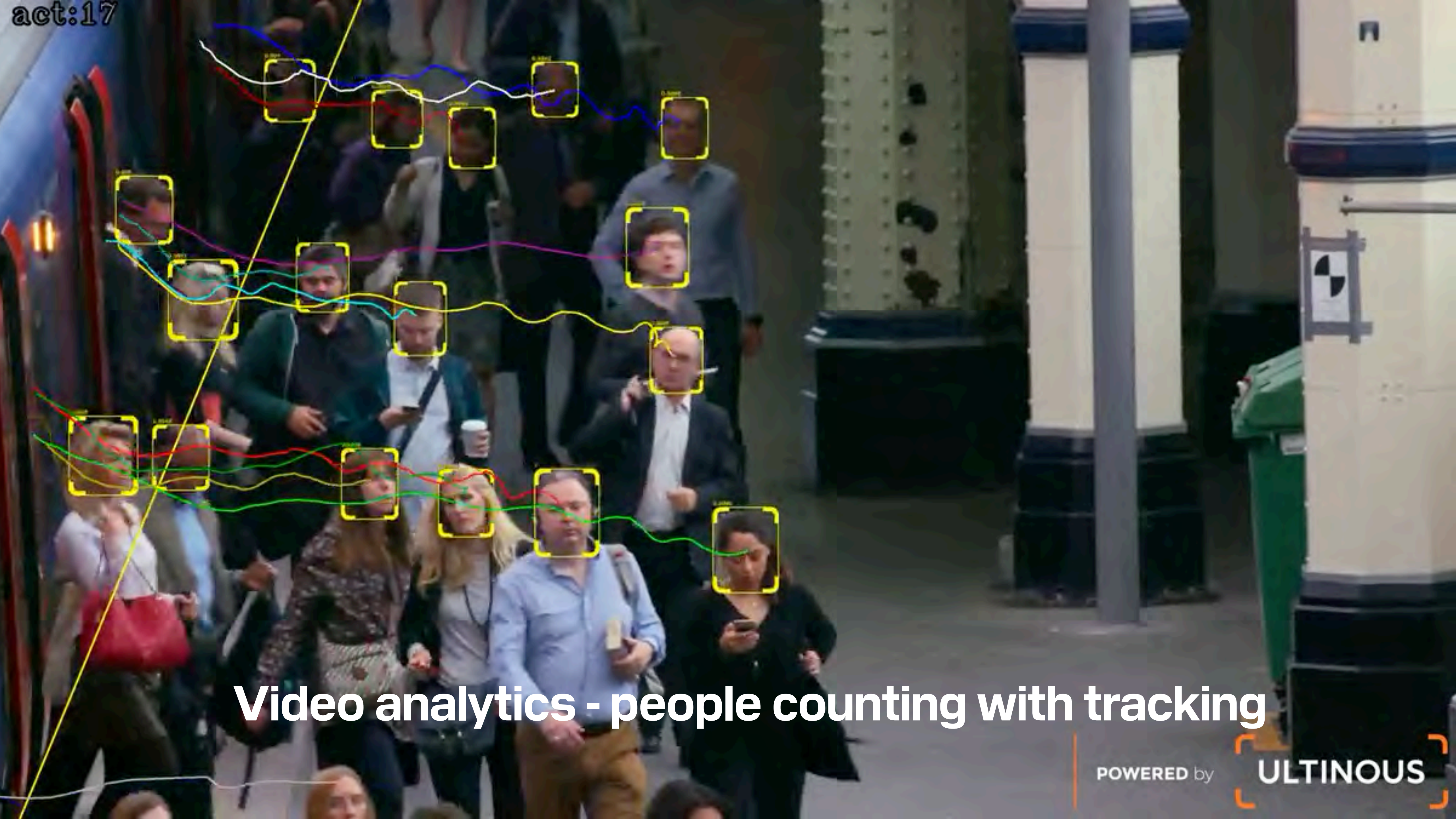


# Computer Vision

Computer vision is an interdisciplinary scientific field that deals with **how computers can be made to gain high-level understanding from digital images or videos**. From the perspective of engineering, it seeks to automate tasks that the human visual system can do



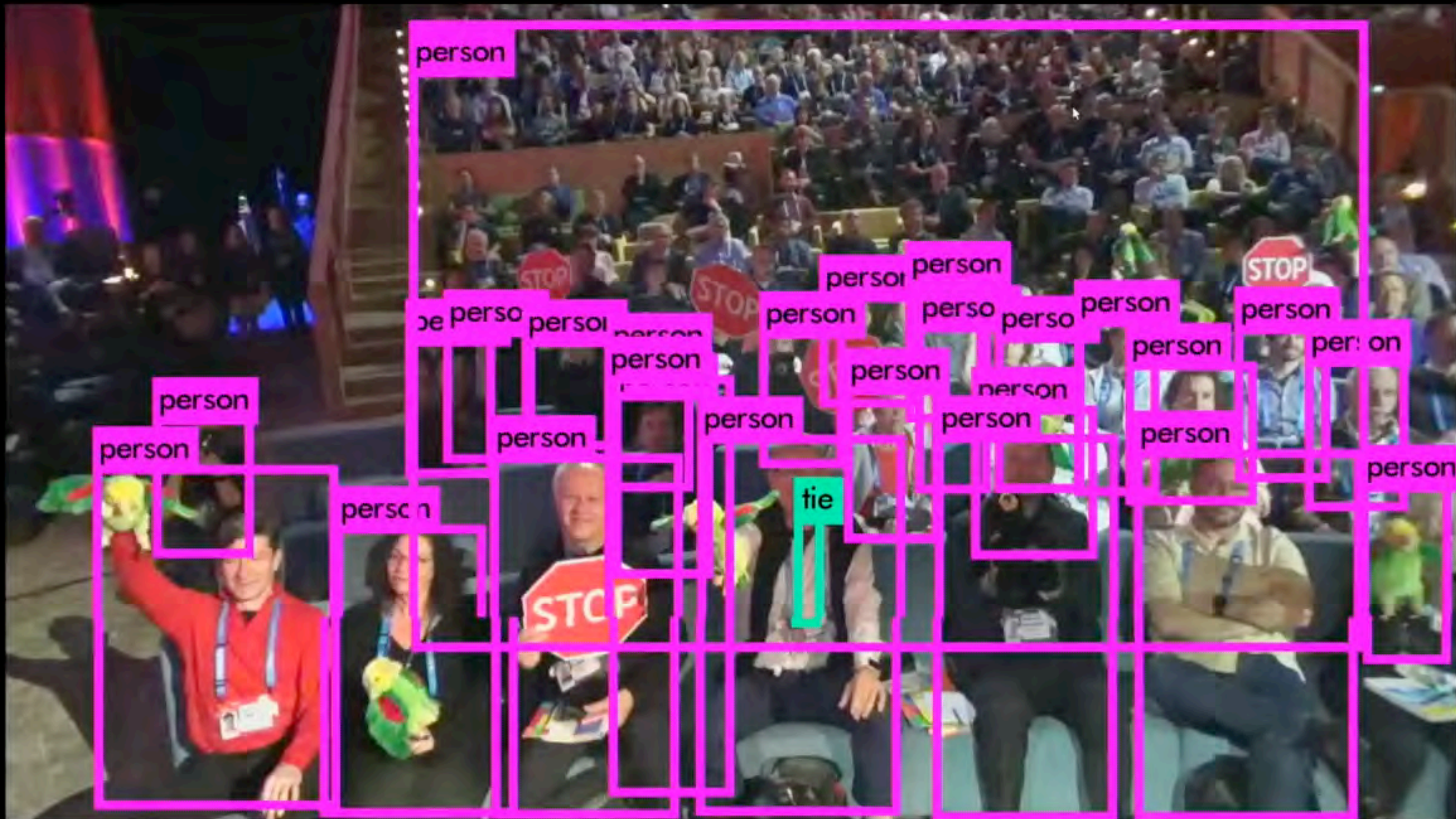
act:17



# Video analytics - people counting with tracking

POWERED by

ULTINOUS



person

person

person

person

person

person

person

person

person

person

person

person

person

person

person

person

person

person

person

person

person

tie

STOP

STOP

STOP

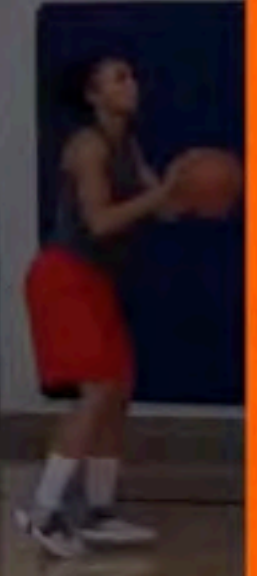
STOP

PERFORMANCE

HOME	PERIOD
FOULS	PLAYER FOUL
SCORE	MATCH
	SCORE



**5**  
MAKES



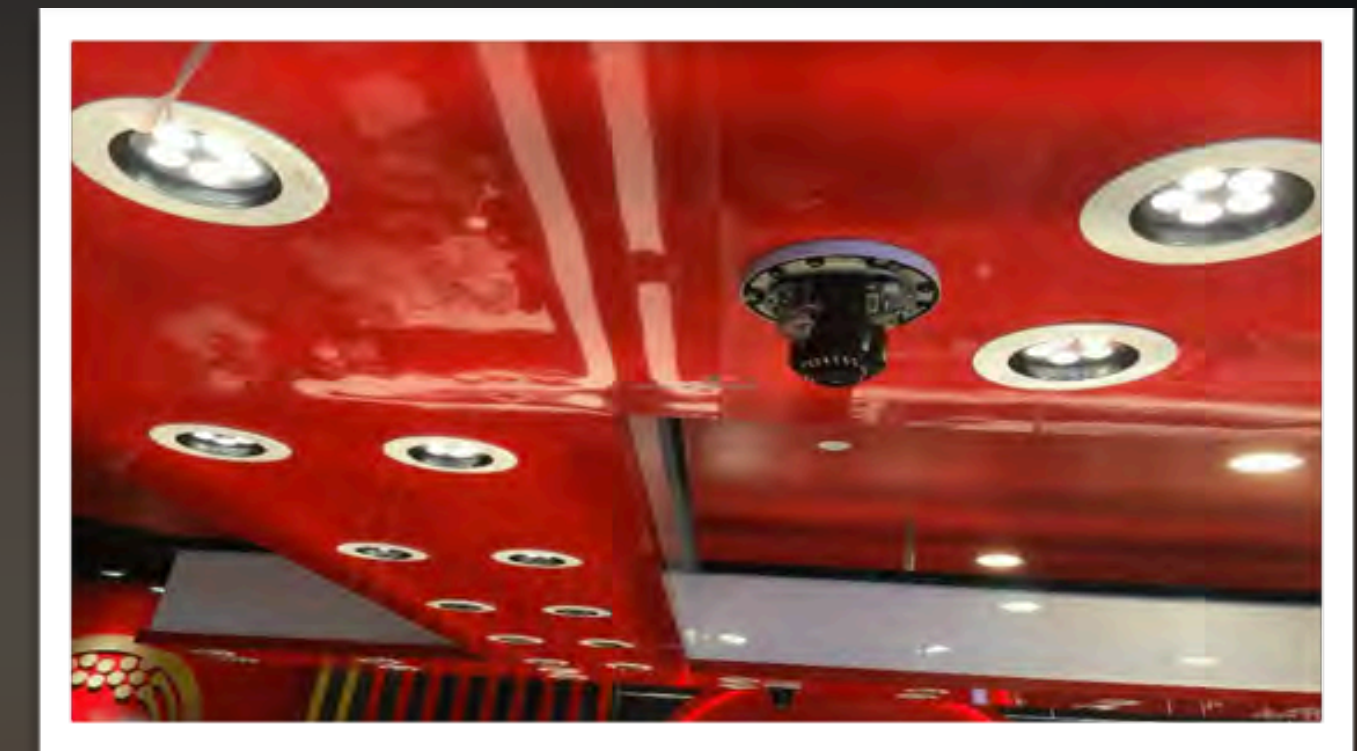
**7**  
ATTEMPTS

**71%**  
ACCURACY

**3**  
IN A ROW



# AI moves into everyday environment - Example Sushibar



新鲜回转寿司			Current:89, Past:89		
	1		1		1
	1		1		2
	1		1		2

**Self running  
business processes**

youtube.com/myDriftFun

**Value driven  
Business models**

# Businesses need to combine High Tech & High Touch

**Self organising  
Business eco-systems**

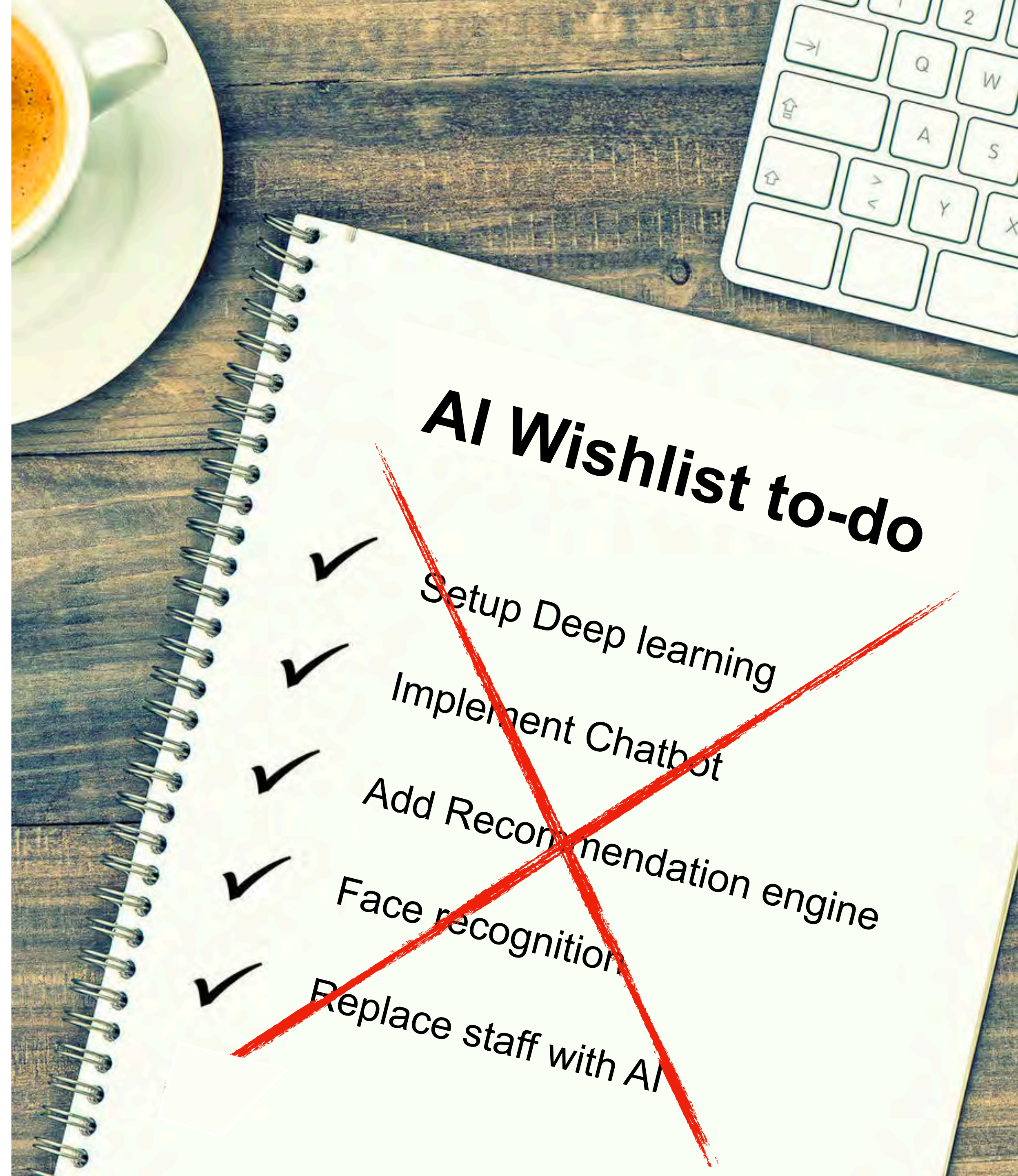
**Realtime insight  
on User behaviour**

MAKES ATTEMPTS



**How to start  
the digital journey  
and explore your  
opportunities with AI**

**Don't start with  
the technology  
perspective**





**Start by talking about  
what problem are  
worth solving  
using AI/Automation/  
Machine Learning**



**Engage your teams,  
partners and  
customers to **define**  
and **validate** users  
needs and challenges**



# Use UXD principles when applying AI into your business



## User-centric

*Services should be experienced from the users perspective*



## Lead by example

*Rapid solutions should be visualised as physical artifacts to be testable*



## Co-creative

*All stakeholders should participate in the design process of the solution*



## Holistic

*The complete environment should be taken into consideration*



## Sequential

*The solution should be visualised as a sequence of connected activities*



## Sustainable

*User Experiences Design should be used for fostering a sustainable behaviour.*

# Thank you!

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 #markewarn



*Take a picture and book a meeting!*

