BEE
Be Executive Events

THE CONVERSATIONAL CUSTOMER JOURNEY

SERVING CUSTOMERS THROUGH PERSONALISED AI-POWERED CONVERSATIONS

DATE AND LOCATION

Düsseldorf (NRW)   April 2nd, 2020

Every aspect of the customer journey is now conversational.

David's Bridal helps customers plan the wedding of their dreams through Apple Business Chat, information on The Home Depot's products and services is now available via SMS, and the luxury shoe brand Tamara Mellon targets its customers via conversational ads.

From luxury retail to mass market to home improvement stores: learn how leading retail brands deliver a one-to-one personalised experience across the customer journey, at scale, in today's preferred channel: **Messaging**.

JOIN US AND...

Learn about the conversational customer journey at The Home Depot, David's Bridal and Tamara Mellon.

- Stay in contact with your customers throughout the entire customer lifecycle: from marketing and care to upsell

- The conversational customer journey starts from the consumer's intent: what is the purpose of his request?

- Improve customer experience through automation and artificial intelligence and create personalised connections at scale

JOIN US for senior-level conversations, exchange of ideas and networking at **Be Executive Events**' exclusive, intimate **Executive Dinner "The Conversational Customer Journey"**.

This particular CxO Dinner would be of interest to executives with the following titles:

- CxOs
- SVP/EVP/VPs
- Director and Head of departments with responsibilities in **Digital Transformation**, **Customer Experience**, **Marketing**, **CRM** and **Customer Service**.

TO REGISTER

The Executive Dinner **"The Conversational Customer Journey: Serving Customers Through Personalised AI-Powered Conversations"** is an exclusive event created for executives to come together to discuss industry trends and topics at a high level, peer-to-peer environment.

This exclusive event is limited to a number of executive guests. Participation is by invitation only and free of charge.

To register or further information, kindly send a quick email to **Reg@BeExecutiveEvents.com** or please click the **button**.

REGISTER