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Where are the Limits of AI? And How Can You Overcome these Limits with Human Domain Knowledge?

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AI is the key to optimizing the customer experience. But without explicit industry knowledge, empathy, knowledge of currents, values and cultural characteristics of the audience, the cultivation, and expansion of customer relationships falls short of expectations. AI and the segmentation and forecasting possibilities that come with it quickly become a blunt sword. Only in combination with human domain knowledge can campaigns be developed that ensure an optimal, hyperindividualised customer approach in a fully automated manner and thus enable an inspiring customer experience. For decisive success, it takes both man and machine.

Keywords

AI, domain knowledge, optimizing customer experience, industry knowledge

Classification

Both methodology and application

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