

**Data Science**

**Optimizing Customer Experience With Decision Intelligence**

**Roundtable Summary**

- This roundtable will explore the extent to which companies are leveraging decision intelligence (outcome focused insight) to create best possible customer experiences. It will lead to a better understanding of the extent to which companies are (or intent to) deploying decision intelligence to create best possible customer experiences. We look to discuss if best practices are being formulated and what they may look like, including the extent to which machine learning is being deployed in support of decision intelligence. Finally, we look to gain insight into the extent that companies are being successful in their endeavors.

**Explore how companies are leveraging decision intelligence to create best possible customer experiences**

In their 'Top Trends in Data and Analytics, 2022,' Rita Sallam and Ted Friedman from Gartner note that, 'improving the quality of decisions is not a new goal, but organizations are not good at building the systems and processes needed for it to be possible.' They suggest that this is fueling a growing interest in decision intelligence, and they estimate that 33% of large organizations will practice decision intelligence by the end of 2023.

In a roundtable, find out how companies are deploying decision intelligence to create best possible customer experiences. And we'll discuss how best practices are being formulated and what they may look like, including the extent to which machine learning is being deployed in support of decision intelligence.

Specifically, we'll review

- What is decision intelligence?
- How are companies currently leveraging decision intelligence to create best possible user experiences?
- What best practices are being developed?
- What challenges are companies facing?
- How successful have companies been and how is success being measured?

This roundtable will have wide appeal, being of interest to any marketer that look to leverage advanced analytics to create best possible experiences for their customers to maximize value and revenue.

**Roundtable Chair**



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**Are your analytics  
outcome focused?**