



## Where personalization and data privacy meet: AI and the customer experience

### AI, Privacy, and Personalization in Customer Experience

This discussion revolved around the integration of AI and personalization in the customer experience, with a focus on data privacy. Nick Chong discussed the balance between providing personalization and maintaining customer privacy, emphasizing the importance of localized AI models for each customer account. Lynn Haaland, from a regulatory perspective, stressed the need for organizations to understand the technology they are adopting and ensure it complies with customer expectations and privacy regulations.

### Balancing Personalization and Privacy

The discussion also focused on the role of AI in enhancing customer experience while maintaining data privacy. Nick Chong, Chief Customer Officer at Zoom, highlighted that Zoom strives to balance personalization and privacy expectations. They underscored the importance of transparency in data usage. Lynn Holland, Chief Privacy Officer, echoed this sentiment, stressing the necessity of ensuring data usage aligns with the signed-up service. Melody Brue, Vice President & Principal Analyst at Moor Insights & Strategy, concluded by emphasizing the importance of using data to provide personalized and targeted services without sacrificing customer privacy.

### Implementing Personalization and Privacy

Nick discussed the implementation of generative AI in customer experience and contact centers. Melody emphasized the importance of transparency when collecting and using customer data for personalization, and noted that varying demographics and verticals might have different preferences regarding the use of AI. Nick from Zoom highlighted the company's approach to personalization, including the use of localized models specific to each customer's account. They also stressed the importance of selecting a responsible technology provider with a strong track record of innovation and privacy consciousness, and testing the technology before deploying it. Lynn, also from Zoom, underscored the significance of privacy, suggesting the use of contextual or group level personalization for a more tailored experience.



### Quick Recap

The discussion focused on the integration of AI and personalization in customer experience while maintaining data privacy. Panelists emphasized the importance of balancing personalization and privacy expectations, understanding the technology being adopted, and the operational efficiencies and personalized experiences gained from transitioning to Zoom's Contact. The discussion also highlighted the role of generative AI in customer experience, transparency when collecting and using customer data for personalization, and the importance of selecting a responsible technology provider with a strong track record of innovation and privacy consciousness.



### Note

This summary was created with the help of Zoom's AI Companion.