

CUSTOMER EXPERIENCE IN A DIGITAL AGE

WHO'S THE NERD

CURRENT GARAGE:

TINA DYHR DUPONT

DIRECTOR OF CUSTOMERS (CHANNELS) AND INSIGHTS AT VELLIV

CO FOUNDER AT AIMIA - AN AI RESEARCH COMPANY

BOARDMEMBER HONDA MOTORCYCLES

PAST PLAYGROUNDS:

**PRODUCT DIRECTOR AI AND ROBOTICS
GLOBAL IT.HUMAN SOFTWARE SCALEUP**

INNOVATION AND TECHNOLOGY AT TRANSFORMATIONLAB NTT DATA

**20 YEARS OF EXPERIENCE WITHIN BU'S WITH TECH FOCUS AND PLATFORM
OWNERSHIP**

FOUNDER & COHOST AT THE PODCAST *BEYOND DIGITAL*

**EDUCATED WITHIN ANATOMY & FYSIOLOGY
YOGA INSTRUCTOR**



DATA IS THE NEW CURRENCY

ETHICS IS THE NEW COMPETITATIVE FACTOR, BECOME FRIENDS WITH YOUR DPO



HUMAN CONNECTION IN A DIGITAL WORLD

I'LL TRADE MY DATA FOR CONVENIENCE OR CLEAR PURPOSE, BUT PLEASE REMEMBER PRIVACY BY DESIGN



CONGRATS ON YOUR NEW PARTTIME JOB

DID WE JUST SPARK CORTISOL IN OUR CUSTOMERS?



DO YOU WANNA SEE HOW I DONT LOOK AFTER VISITING FØTEX?



ZARA

WELCOME TO THE SELF CHECKOUT

LEAVE ALL ARTICLES IN THE BASKET



ONLY MOBILE AND CARD PAYMENTS

This self-checkout
at Zara is mind-
blowing 🤯

A close-up portrait of a woman with dark, curly hair, smiling gently. She has a nose ring and is wearing a light-colored top. The background is softly blurred, showing hints of an indoor setting with plants.

AHHH THATS MORE LIKE IT

LESS FRICTION LESS BAD HORMONES AND EFFECTS ON THE NERVOUS SYSTEM

NOW SOME AI ASSISTANT CASES



PROJEKT ALVENIR

**LET AI BECOME YOUR PA & INSIGHTS PARTNER, SO YOU CAN BE FULLY
PRESENT IN THE MOMENT!**

MEET THE FUTURE...

SAY HI TO: BLAWKO, SHUDU, & LIL MICUELA



Gartner Hype Cycle for Emerging Technologies, 2023



CONNECTION... A HUMAN BIRTH GIFT

LEVERAGE IT





Praying



The background of the entire slide is a dark, muted collage of many human faces of various ethnicities and ages, looking directly at the camera. The faces are slightly out of focus and have a low-contrast, artistic feel.

SAY HELLO TO YOUR NEW COLLEAGUE

Receptionist / Healthcare Assistant / Information Guide / Sales Agent

MEET KRIFA'S DIGITAL RECEPTIONIST

PART OF THE NEW DIGITAL WORKFORCE





JOAKIM, 55

*"I've meet her twice,
and I love how she
moves and smiles"*

SWETLANA, 42

*"Very efficient, and nice
that I can switch to
english right away, since
im not good at danish"*

THOMAS, 24

*"I've never seen one
before, but its the
future, and it was
intuitive and easy"*

HUSSEIN, 39

*"Works really well
as check in, and its
nice with a smile"*

krifa

YEAH, BUT WHAT DO END USERS SAY?

NIELS, 47

*"Wow.. you have
really upgraded"*

DORTHE, 55

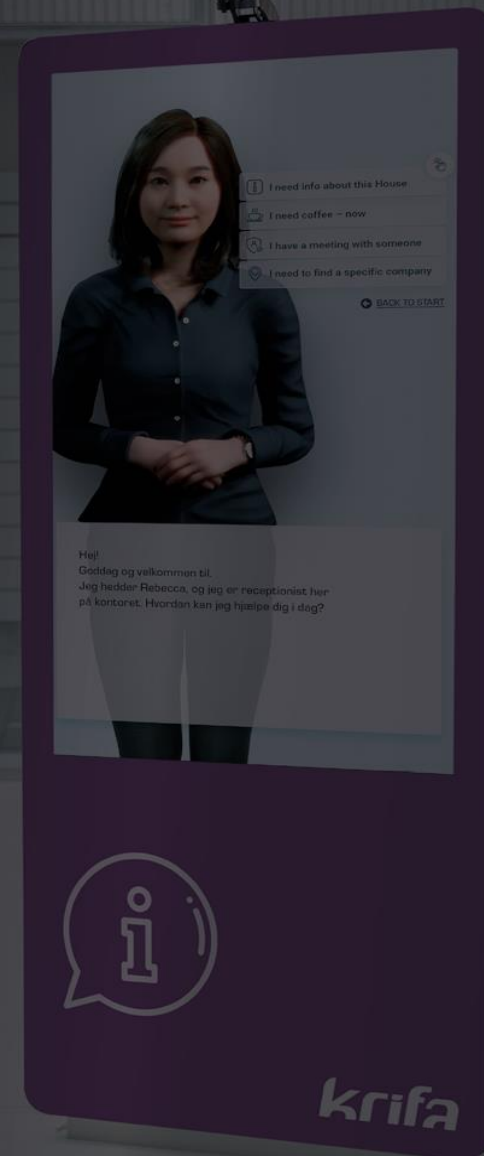
*"Quick and
efficient service,
nice that she offers
coffee"*

JØRGEN, 44

*"I took a picture, sent it
to my friends and
wrote: look what I've
just met at my union"*

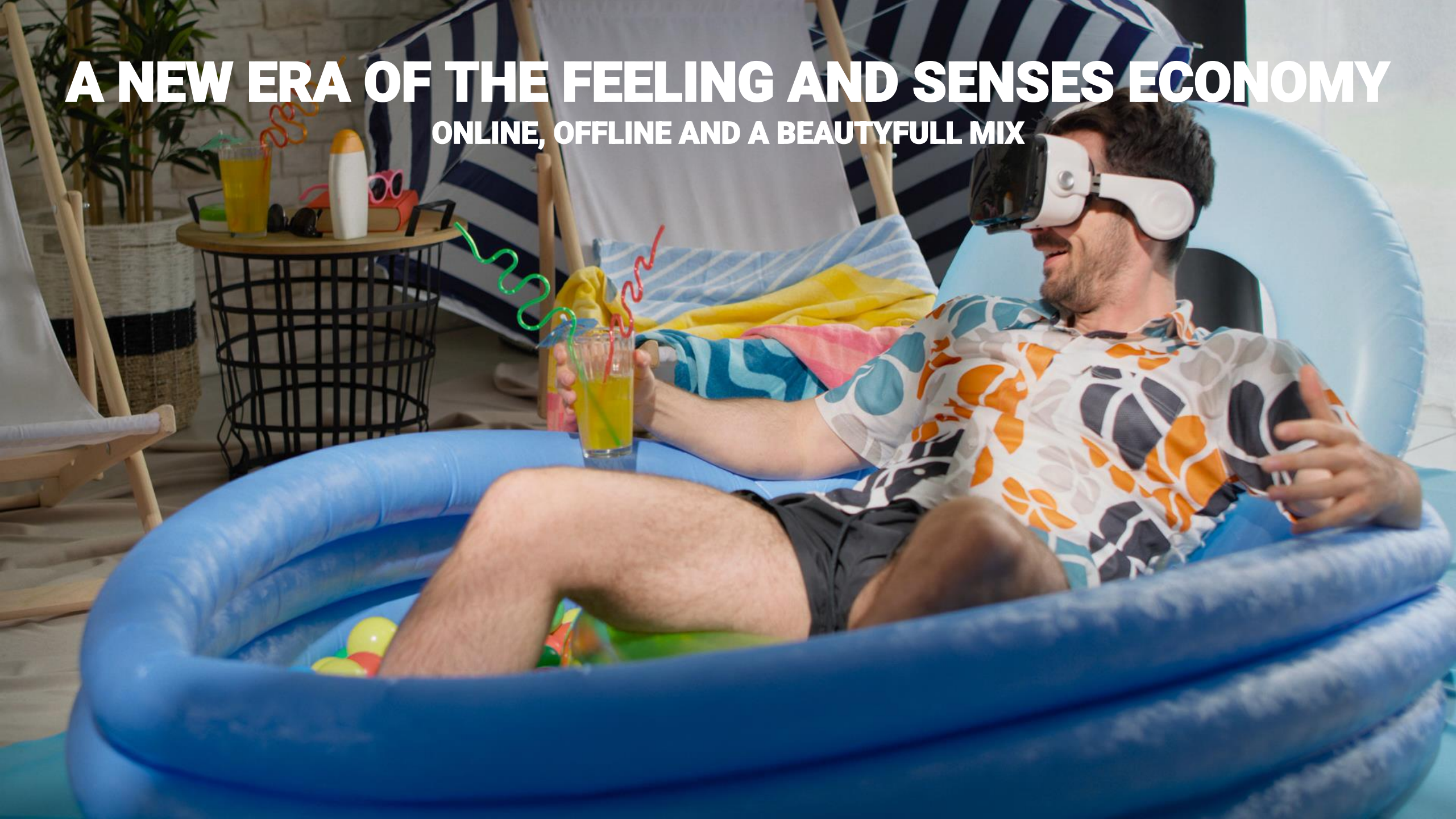
LISE, 37

*"Nice that she confirms
that someone will come
and get me, and that
the coffee is for free"*



A NEW ERA OF THE FEELING AND SENSES ECONOMY

ONLINE, OFFLINE AND A BEAUTYFULL MIX



NOW GO AHEAD AND REACH FOR THE MOON
THE FUTURE IS IN FRONT OF YOU!





THANK YOU

FEEL FREE TO CONNECT

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