Will Content Become a Real-time Tool?

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Home to Joined-up Thinking

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1. What happens when systems react to human behaviour
2. How far will automation go?
3. Are we focusing on output rather than outcomes?
4. Will content become a commodity?
5. How will we measure success?

SPOT THE DIFFERENCE

Automation can be a game changer, but how hard is it to set up

2023

- We helped a leading UK telco launch & sell the latest iPhone through digital channels.
- They set a sales record by automatically linking digital channels to fulfilment
- There was no down-time through automatic scaling.
- We integrated simple Ai-Chat into the decision-making process.
- The overall NPS went up significantly.

My prediction is this will be the last time products like this will be sold in this way.

How many of you have been using, playing or trying to integrate Gen-Ai?

The Principles

Automatic 'Smart' Processing

Understanding & using language

Forming strategic concepts

1952 – The Dartmouth College 7 pillars of what makes something true 'Ai'

Measuring Problem Complexity

Self-Improvement

Abstraction & Randomness

Creativity / Creating

In 2023 we arrived at the point where we have the right technologies to do all these things relatively well; Ai's moment arrived.
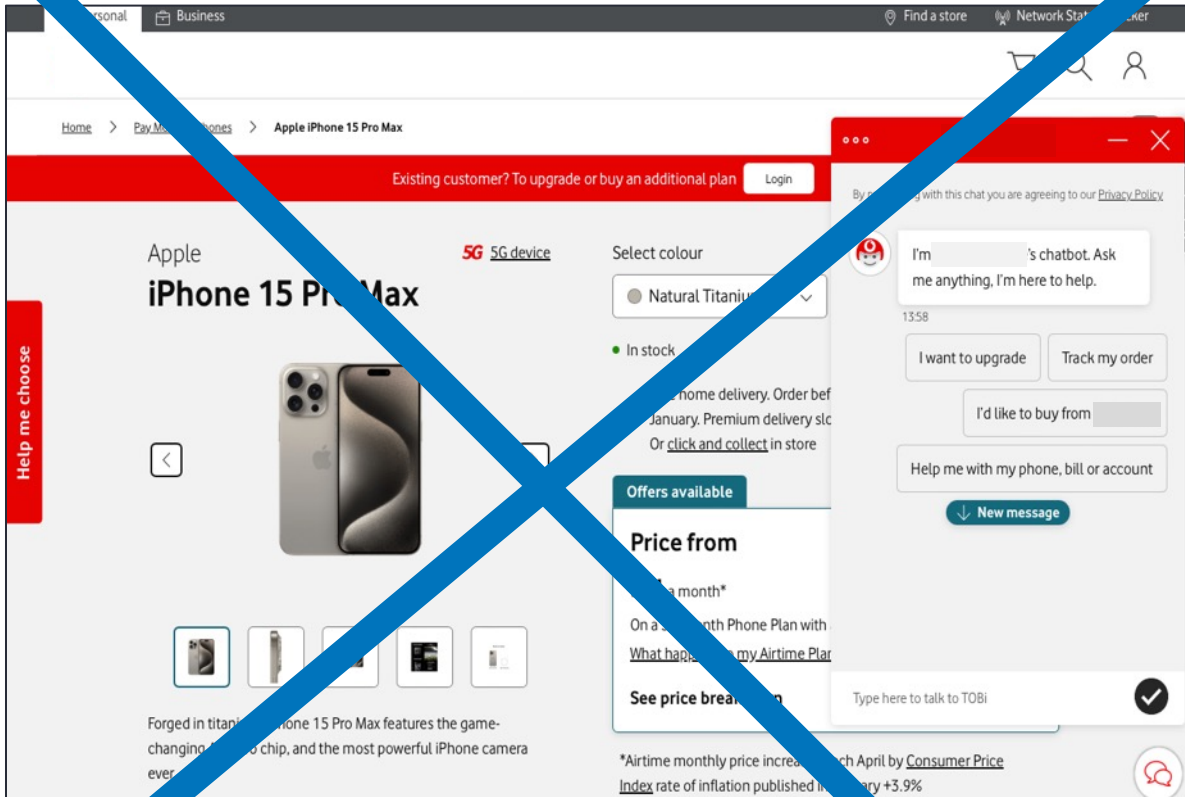
What do I mean by "Will content become a real-time tool?"

- Personalised
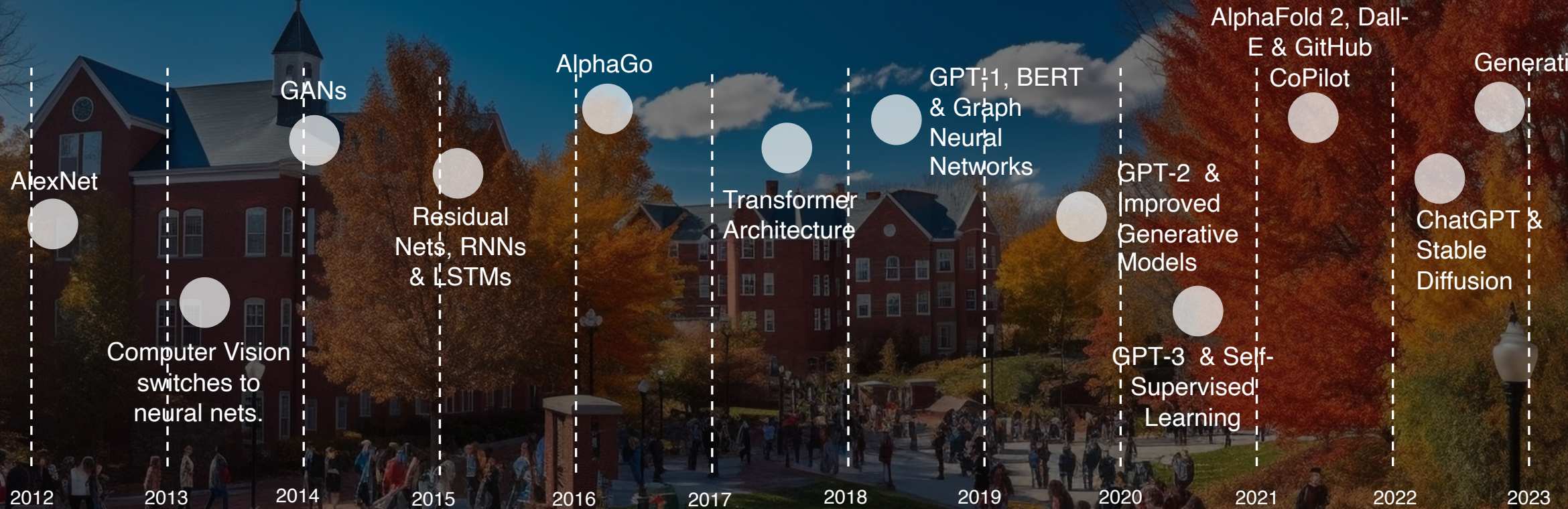- Real-time
- Seamless
- Frictionless

All words used to look *inwardly* to try and push consumers to the path and content we have pre-defined
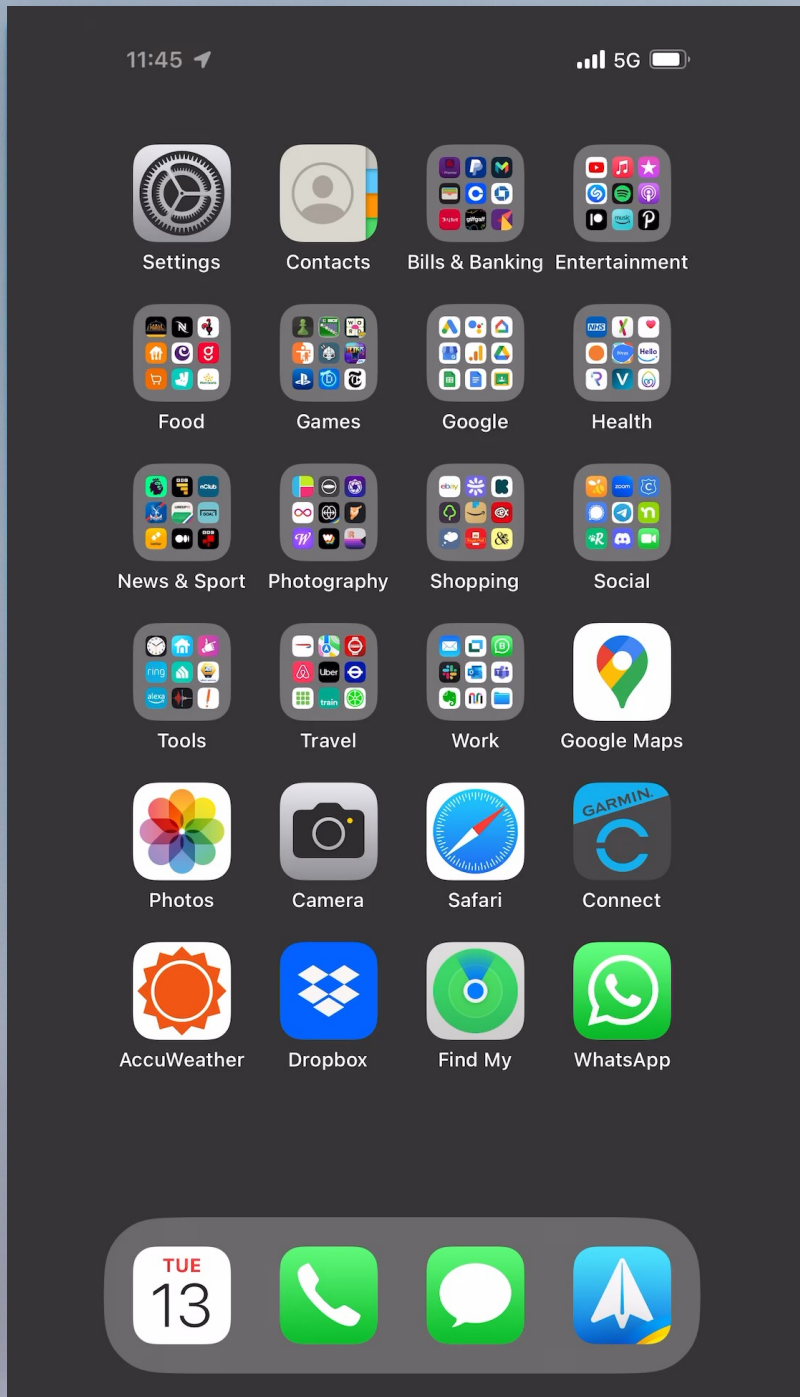
So, Imagine what happens when navigation disappears, when content is auto-generated, on the fly

Can we really define an outcome and let the machines do the rest?

Previous decades yielded one big innovation twice a decade (at most), the last ten-years has seen that rapidly decrease to one big innovation a year.

AlphaFold 2, Dall-E & GitHub CoPilot

GANs

AlphaGo

GPT-1, BERT & Graph Neural Networks

Generative Ai

AlexNet

Residual Nets, RNNs & LSTMs

Transformer Architecture

GPT-2 & Improved Generative Models

ChatGPT & Stable Diffusion

Computer Vision switches to neural nets.

GPT-3 & Self-Supervised Learning

2012   2013   2014   2015   2016   2017   2018   2019   2020   2021   2022   2023

Why now?

If you have an iPhone, get it out and find this...

Interfacing with Technology is changing

We've already started to see behaviour moving from;

'Doing' to '**Asking**' (navigating > natural search or chat)

'Finding' to '**Bringing**' (browsing > hyper-targeted results)

'Creating' to '**Generating**' (asset allocation > prompted personalisation)

'Them' to '**Me**' (experiences for all > experiences that are mine)

If this doesn't resonate with you, then do some online shopping with an 8-year-old.

Generative Ai is starting to allow content to be fluid not fixed.

The future of online experience is personalised, predictive, and proactive.

How ready are you for data-led automation?

A Thought.

When (not if) a company like OpenAi releases Autonomous Ai Agents, it will be like an intelligent swarm of bees clicking around on the internet.
Finding products, sending emails, negotiating, sharing content, creating posts, making purchases, fulfilling orders, etc with the power-of-attorney to act on your behalf.

It will fundamentally change the internet, digital interaction, and the way you set yourselves up for success.

"Those bots will need to be able to reason, and this is why Causal Ai will be to 2024, what Gen-Ai was to 2023."

We remember than infamous scene in Minority Report, right?

Well, it's not such a crazy idea now we can generate content on the fly, we just have to know 'what' to generate.

Are you set-up to sense and react to user needs and changes?

If we believe this is absolutely going to happen, then the disruption from Generative and Causal Ai means that content output will be a commodity, so we need to be even more focused on outcomes not outputs

Value creation, not content creation.

Fast-forward 18 months and Ai will automate all the KPI-driven stuff.

1. Retailer (KPI: Units Sold) ✔

2. Manufacturer (KPI: Units Shipped) ✔

3. Fee-for-service (KPI: Time Spent) ✔

4. Subscription (KPI: Size and CRM of Audience) ✔

5. Bundling (KPI: Up-sells Achieved) ✔

6. Product-as-a-service (KPI: Repeat Rentals) ✔

7. Distribution (KPI: No of clients) ✔

8. Freemium (KPI: Adverts Shown) ✔

9. Razor blades model (KPI: Upsells to base-unit repeatedly sold) ✔

Which means you need to be absolutely fixated on the outcomes, not outputs.

1. Retailer (OKR: Product Satisfaction and improved NPS)

2. Manufacturer (OKR: Efficient Delivery)

3. Fee-for-service (OKR: Time Back)

4. Subscription (OKR: Member-get-member)

5. Bundling (OKR: Reviews Achieved)

6. Product-as-a-service (OKR: Longevity of relationship beyond cost)

7. Distribution (OKR: Loyalty Scores Increased)

8. Freemium (OKR: Positive NPS despite advertising)

9. Razor blades (OKR: Do Repeat Orders Lower Anxiety?)

Headless CMS is the best position in the market *right now* because you can take the content to wherever the audience is, not the other way round.

What are the OKR's for to tomorrow?

The Future Iphone Launch?

A seamlessly self-optimising system that generates images and content depending on the audience.
More relevant.
More convincing.
It knows 'me.'

How we *may* measure success

Objective: Enhance User Engagement and Conversion Rates through AI-Driven Personalization in our Content Management System

Key Results:

- Improve Personalization Accuracy: **Achieve a 30% increase in the precision of user profiling** by leveraging Causal AI to understand user behaviours and preferences, ensuring content and image recommendations are highly relevant to each individual.

- Boost Engagement Metrics: **Enhance user engagement by 25%,** measured by time spent on the site, page views, and interaction rates with personalized content, indicating that the AI-driven content resonates with the users.

- Increase Conversion Rates: **Elevate conversion rates by 20%** through targeted content and image suggestions designed to appeal directly to the users' interests and needs, as identified by the Causal AI.

- Enhance User Satisfaction: **Attain a 15% improvement in user satisfaction scores**, as measured by surveys and feedback forms, indicating that users find the AI-driven personalized content valuable and engaging.

- Optimize Content Creation Efficiency: **Reduce the time taken to generate personalized content and images by 30%** through the integration of Causal AI, demonstrating an increase in system efficiency and responsiveness to user data.

It is happening
But
We don't know what's going to happen

Thank-you, I'm happy to take questions.

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