
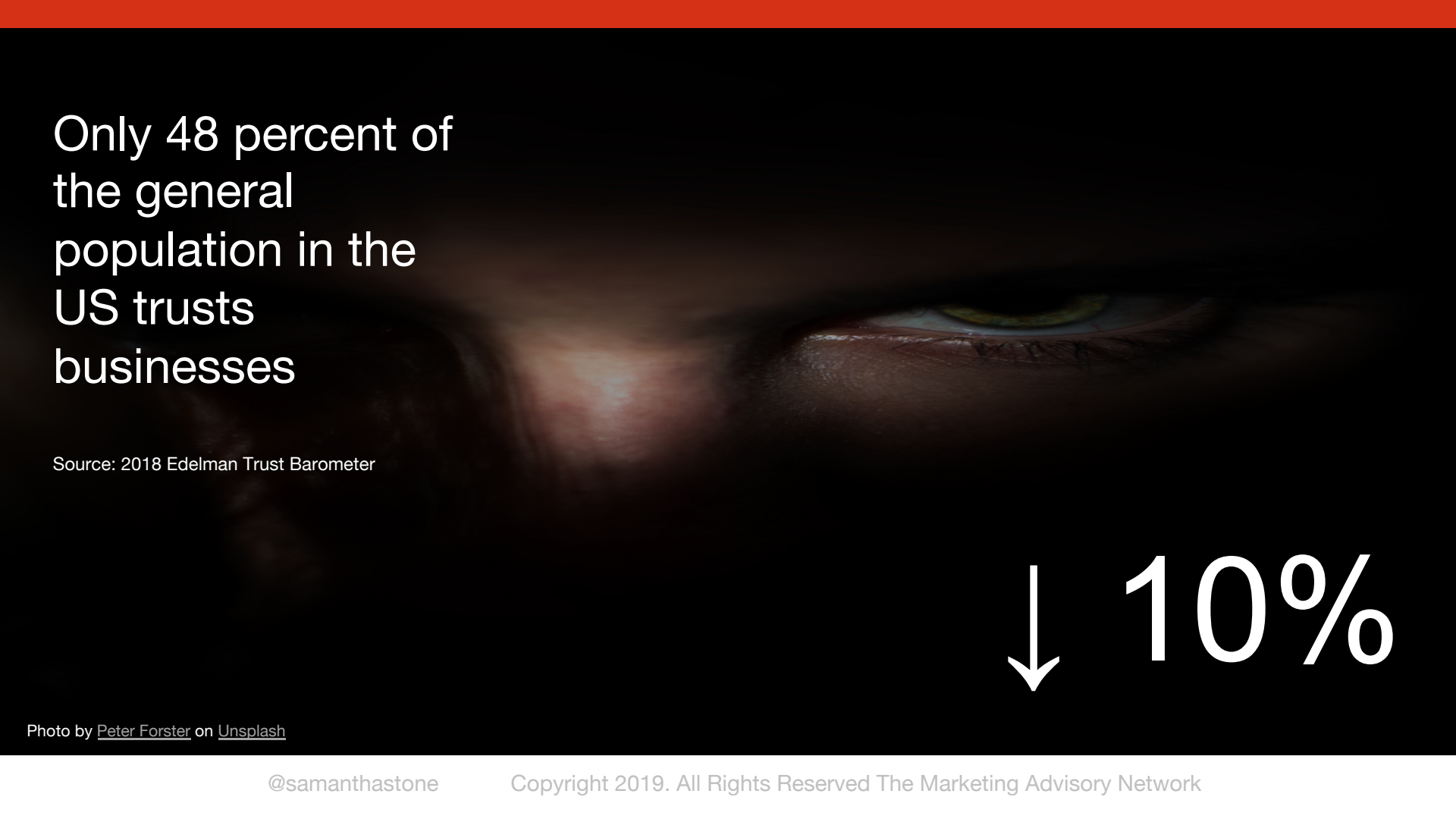


# Authentic Conversations In the Age of Artificial Intelligence



B2B marketers  
are operating in  
the middle of a  
trust crisis

Photo by [Lorna Scubelek](#) on [Unsplash](#)



Only 48 percent of  
the general  
population in the  
US trusts  
businesses

Source: 2018 Edelman Trust Barometer

↓ 10%

Photo by [Peter Forster](#) on [Unsplash](#)

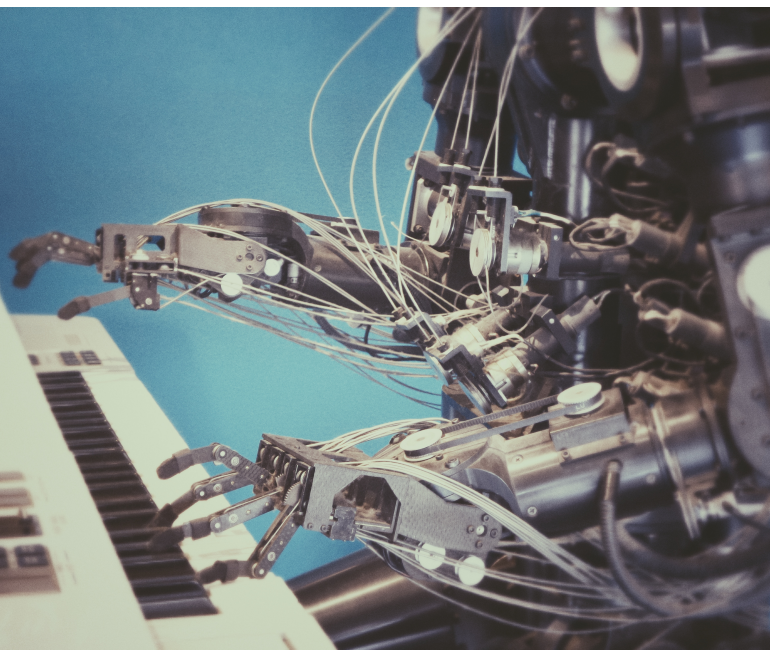


Photo by [marcos mayer](#) on [Unsplash](#)

Can artificial intelligence save us?

Or will it catapult trust even further?

The choice is ours.  
You. Me. Every Marketer.







Source:  
<https://www.pinkvilla.com/entertainment/news/watch-disturbing-deep-fake-video-jennifer-lawrence-and-steve-buscemi-will-haunt-you-439119>

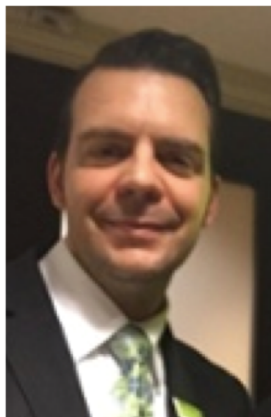


Artificial Intelligence has the potential to  
scale authentic, personalized interactions in  
a way rule-based automation never could

But it requires  
discipline

AI is not a substitute for humans





#### Luigi! Luigi! Luigi! - Review of Philadelphia Marriott West, West ...

<https://www.tripadvisor.com> > ... > Philadelphia Marriott West ▾

★★★★★ Rating: 5 - Review by a TripAdvisor user - Price range: \$118 - \$214 (Based on Average Rates for a Standard Room)

Great hotel was here for a business meeting, restaurant has great food, staff is nice! Not much around the area. The beds were extremely comfy! Room was very clean and nice! There is a small gym as well. Stayed: May 2014. Value. Location. Rooms. Cleanliness. Service. Ask zano321 about Philadelphia Marriott West.

#### Marriott's Secret Weapon - Rhythm Systems

[www.rhythmssystems.com/blog/marriotts-secret-weapon](http://www.rhythmssystems.com/blog/marriotts-secret-weapon) ▾

Apr 10, 2015 - This is one of the main reasons I'm a loyal Marriott customer, but of all the Marriott hotels I've been to, Marriott Philadelphia West in Conshohocken, PA, feels the most like "home away from home" because of one employee. Luigi manages the concierge lounge at the hotel and has been for 8 years.

#### Luigi!!! - Review of Philadelphia Marriott West, West Conshohocken ...

<https://www.tripadvisor.co.nz> > ... > Philadelphia Marriott West ▾

★★★★★ Rating: 4 - Review by a TripAdvisor user - Price range: \$189 - \$381 (Based on Average Rates for a Standard Room)

Ranked #1 of 1 Hotels in West Conshohocken. 435 Reviews. Curtis G. San Juan, Puerto Rico. 81. Reviewed 8 May 2015. Luigi!!!! I am a Marriott Lifetime Gold member and travel for business quite often and whenever I am anywhere in the suburbs of Philadelphia I intentionally try to stay here purely because of him.

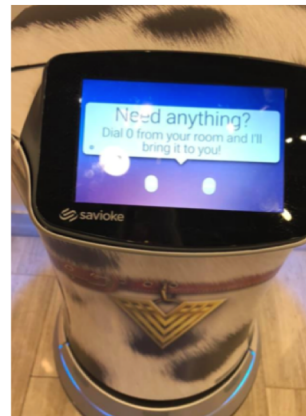
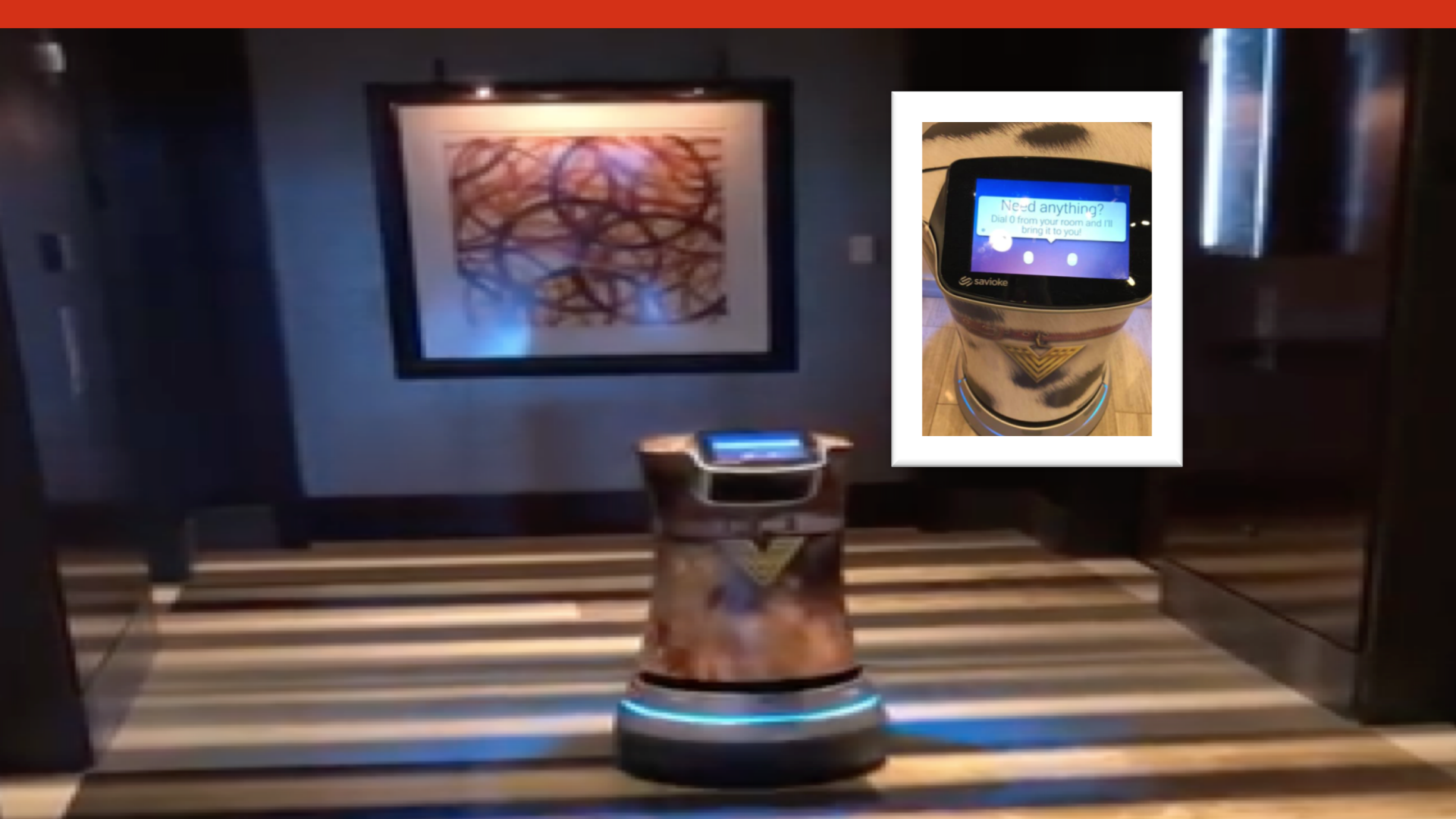
#### Luigi - Review of Philadelphia Marriott West, West Conshohocken, PA ...

<https://www.tripadvisor.com.ph> > ... > Philadelphia Marriott West ▾

★★★★★ Rating: 5 - Review by a TripAdvisor user - Price range: ₱6,594 - ₱12,935 (Based on Average Rates for a Standard Room)

sometimes its the people... the concierge lounge master of hospitality Luigi at the Conshohocken Pa Marriott property is the reason I stay at this hotel... don't get me wrong the hotel is fantastic but it doesn't come close the warm and genuine reception that you will receive from Luigi He is excited about the food that is ...

MacBook Air



“ Both academic research and anecdotal observation on man/ machine interfaces suggest raised voices and vulgar comments are more common than not. It’s estimated that about 10% to 50% of interactions are abusive, according to Dr. Sheryl Brahnham in a TechEmergence.”




Don't stop qualitative analysis

Data tells us what it doesn't tell us why


Are you the person  
responsible for  
purchasing accounting  
software?





Serve don't just sell


 Watson Ads.


## Set the table with a new original created by you & Watson

 Name any course, dish, or ingredient




SPONSORED AD BY  **With Watson**



Model shown with options. Production model may vary.  Watson Ads.

## Ask Watson About Toyota Prius Prime

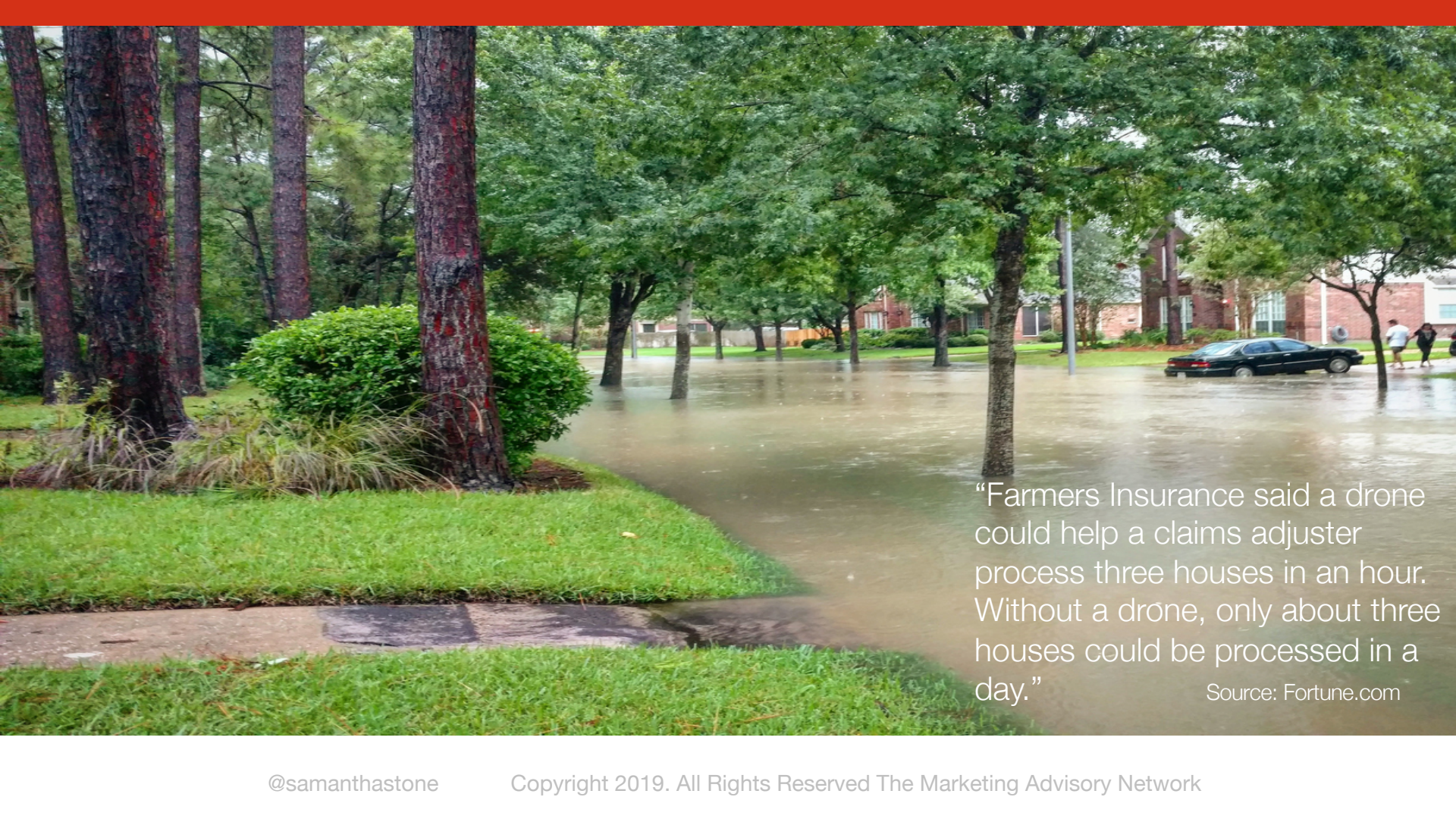
**Try:** "How much is the Prime?"



The 2017  
**PRIMUS PRIME** | **With Watson**

Most of the time companies are not buying

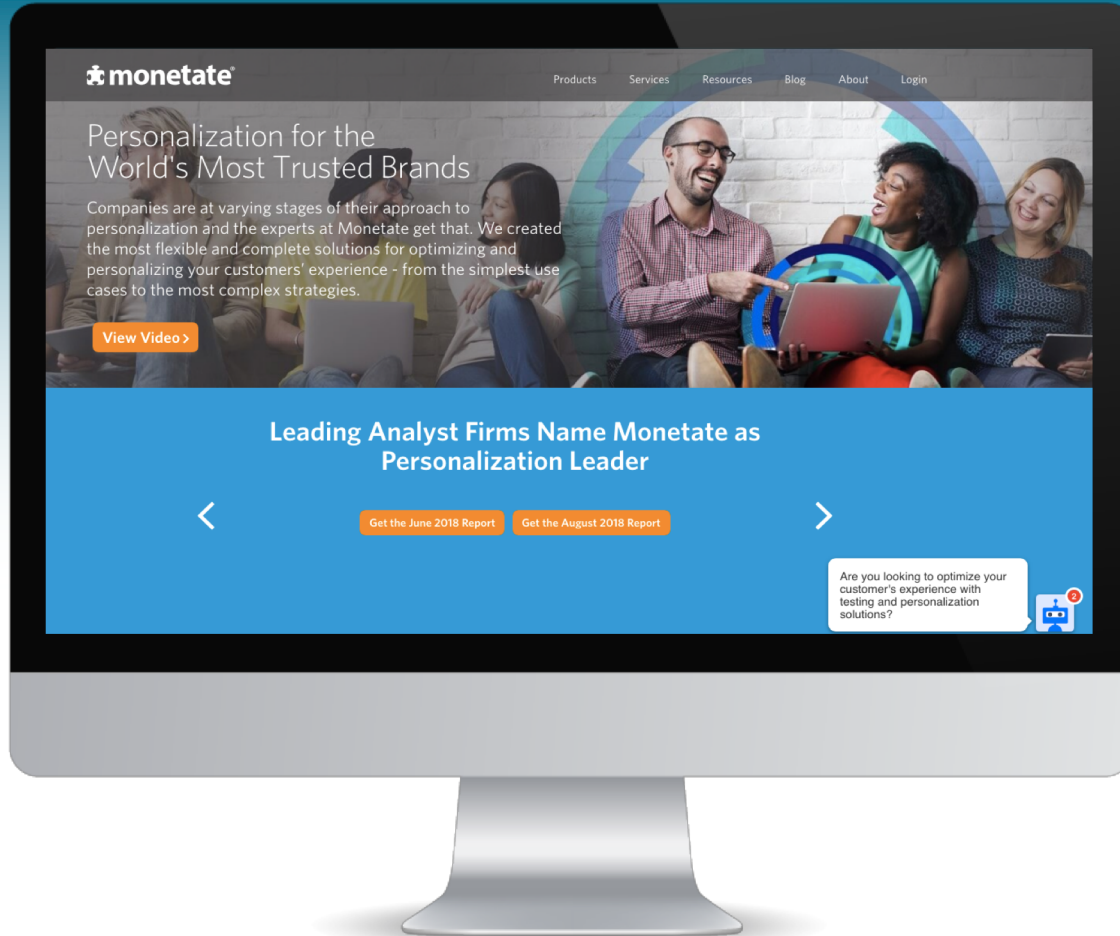
They are returning, using, replacing parts, reviewing, advocating,  
asking for help, etc.



“Farmers Insurance said a drone could help a claims adjuster process three houses in an hour. Without a drone, only about three houses could be processed in a day.”

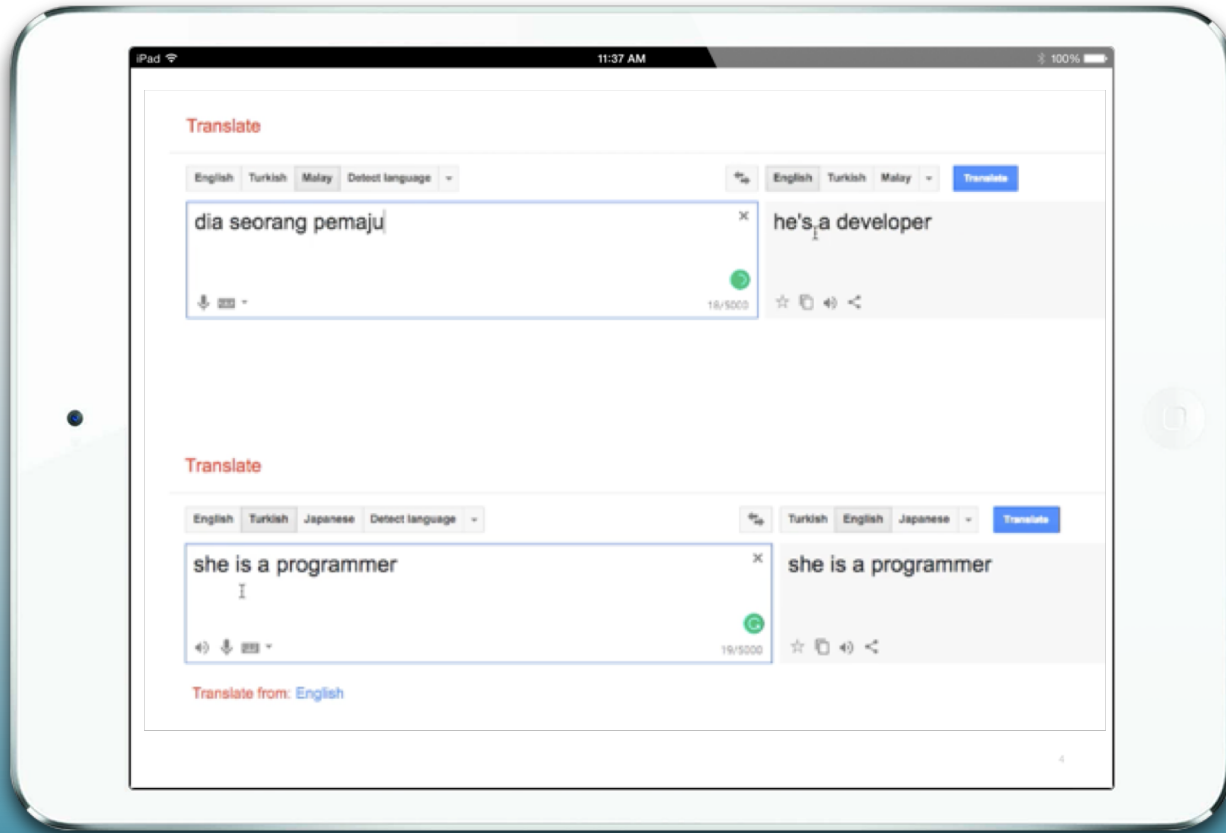
Source: Fortune.com

Be transparent



Data is biased, plan for it

# Training Bias





Confirmation Bias

## Application Bias

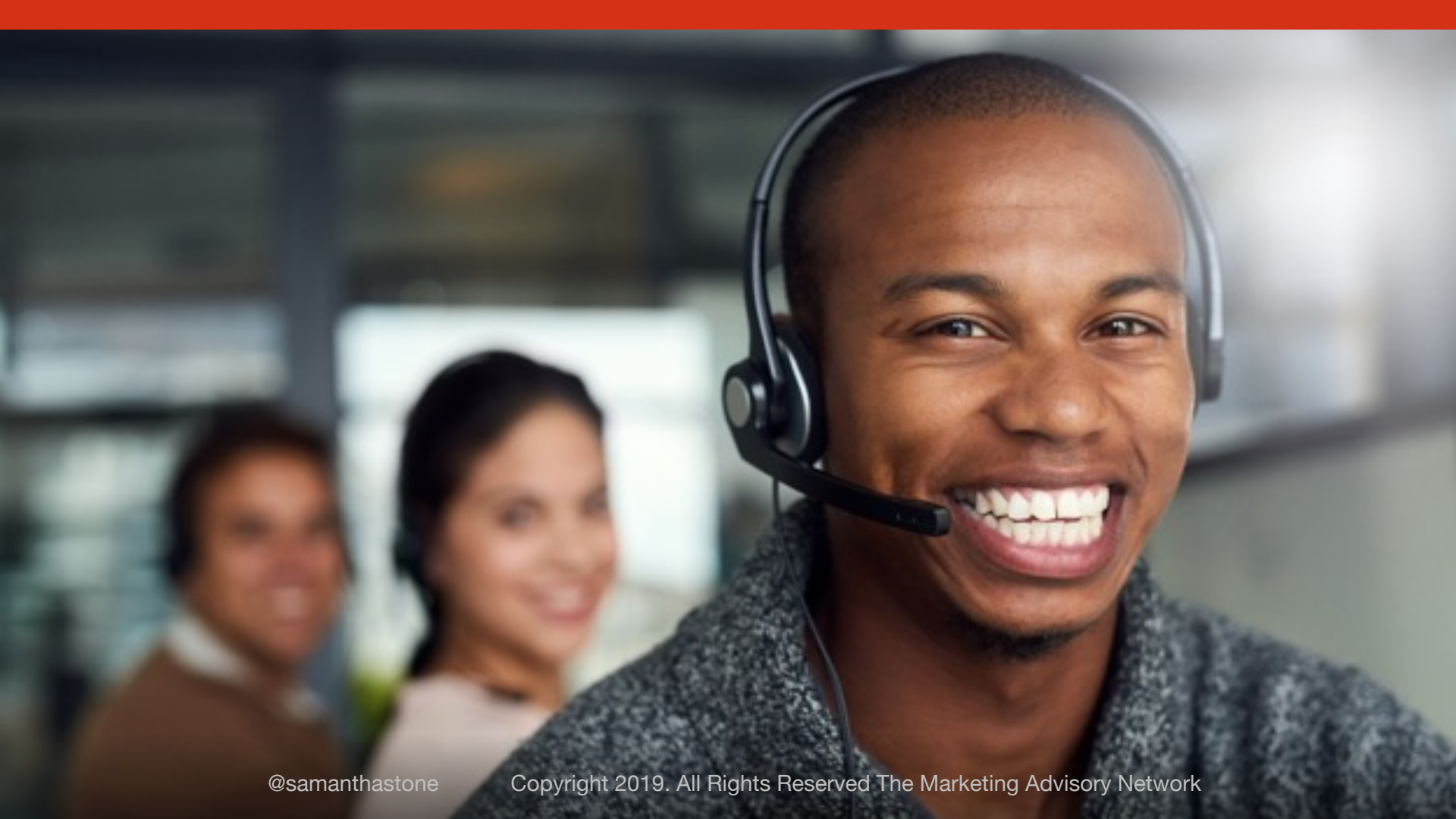


Photo by [Becca Lavin](#) on [Unsplash](#)

@samanthastone

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Find ways to integrate human &  
machine intelligence



# Use AI but do it responsibly

Photo by [NASA](#) on [Unsplash](#)

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