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Connecting data, AI, and teams to transform customer engagement



CIO

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A customer contacts Support about a problem. Later that day, a marketing email arrives urging that person to buy more. Both teams have part of the story, but neither sees the whole relationship.

At least not until recently. Today, artificial intelligence can help connect those pieces in ways that were never before possible.

AI has changed the game for marketing organizations, impacting how customer signals are interpreted, accelerating content development, personalizing interactions, and supporting decisions far faster than pre-AI processes.

Mastering these capabilities will be critical as customer expectations for personalization continue to rise: According to the Qualtrics XM Institute 2025 Consumer Preferences for Privacy and Personalization report, 64% of consumers globally prefer to buy from companies that tailor experiences to their wants and needs.[1]

Meeting those expectations requires enterprises to connect data, technology, governance, and teams to create the foundation for reliable AI at scale.

Amazon Web Services provides the cloud, data, and AI foundation, and Slalom helps identify the customer moments that matter, design the experiences and workflows around them, integrate AI into enterprise operations, and establish the governance and measurement needed to scale. AI isn't just a tool set but also a driver of strategy and execution at every level.

AWS and Slalom help organizations move from disconnected AI use cases toward a connected model in which trusted customer context, scalable technology, and clear business intent continuously turn signals into better decisions and experiences.

From AI experimentation to customer outcomes

Most brands have extensive customer data from in-house and third-party sources, but it is often scattered across marketing, commerce, service, loyalty, advertising, and digital experience systems. These silos prevent them from building the complete picture of the relationship needed to achieve customer goals.

Without connected context, AI cannot reliably determine what a customer needs or what action is appropriate. Fragmentation can even undermine engagement goals through inconsistent personalization, duplicated outreach, and inconsistent messaging. These failures ultimately frustrate, rather than motivate, buyers.

Goals before tools

Before selecting tools, marketers should establish three milestones: Define the desired customer and business outcomes, identify the moments that matter, and determine where AI can improve those moments. Customer-facing operations such as marketing, advertising, sales, service, and loyalty need to be aligned around shared objectives so the customer experience can be tracked from consideration through purchase, support, renewal, advocacy, and referral. This feedback loop continually improves customer experiences by delivering experiences, offers, support, and messages when they matter most. Each interaction, in turn, creates new signals that can improve the next decision and experience.

Context, relevance, and judgment

Personalization has long been the Holy Grail of marketing, but overuse, weak execution, and the limitations of current marketing automation tools have corrupted the concept. Inserting a customer's name into a message or recommending products based on transaction histories can become intrusive and annoying if such tactics are irrelevant to the customer's needs at that moment.

Fine-grained personalization requires a broader understanding of customer intent, history, preferences, service interactions, loyalty status, and context. Machine learning can interpret intent across multiple interactions. AI agents can take bounded actions from these insights in real time. Teams need to decide which actions AI can take on its own, which require approval, and when to hand a customer off to a person.

Customer intelligence and AI-enabled decisions should extend across marketing, commerce, service, loyalty, and other customer-facing functions. Success depends on cross-functional alignment on customer goals, data,

governance, and measurement. The standard of success shifts from interaction volume to perceived customer value.

Unified data

Creating a unified data fabric requires connecting customer touchpoints, purchase histories, service conversations, and customer profiles and preferences so teams can understand the relationship as a whole. Each interaction produces signals that improve later decisions, experiences, and insights.

Once strategies are anchored in clearly defined goals and metrics, AWS provides cloud, data, integration, and AI capabilities that enable access to relevant customer data, with clear rules on who can use it and how. AWS gives AI governed access to customer context across distributed systems without the cost and overhead of requiring all source data to be physically consolidated. Data that was difficult or costly to obtain in the past, such as telephone and in-person interactions, can now be captured and analyzed with large language models accessed through Amazon Bedrock.

Achieving these goals requires organizations to develop a clear strategy for meeting customers in the moments that matter and the discipline to make AI part of everyday work through consistent assessment, development, measurement, and post-deployment fine-tuning.

Connected, AI-enabled marketing

This new vision of marketing isn't theoretical; some innovative organizations are practicing it today.

Norwegian Cruise Line partnered with Slalom to create Nora, a generative AI assistant that simplifies and personalizes cruise planning. Nora replaces much of the complexity of considering different destinations, ships, and itineraries with a conversational experience based on guests' self-described interests, budget, and travel needs. It draws on Norwegian's extensive data, brand guidelines, and customer service knowledge to recommend itineraries and answer practical questions with human-like guidance. Guests who interact with Nora are 58% likelier to enter the booking funnel, and they

spend 16% more. Chat sentiment is 94.5% positive. Data gathered from customer experiences is employed to continually improve Nora's recommendations.

UCLA's Anderson School of Management partnered with Slalom to tailor alumni fundraising messages based on detailed profiles of each recipient's relationship with UCLA. The messages increased click-through rates by 66% and donation conversions by 86%. Average donation size rose 26%, and total donations increased by 132%.

These stories demonstrate how AWS and Slalom leverage AI solutions to turn existing customer data into stronger individual connections and deliver better customer experiences.

A new marketing mandate

Technology alone isn't the answer. It needs to be supported by new operating models shaped by four requirements: shared customer outcomes, clear human and AI decision rights, governance for data and customer-facing actions, and measurement tied to business results. Marketing teams must develop strong AI literacy, collaborate closely with technology teams, and define clear processes to translate insights into action.

As AI becomes more accessible, competitive advantage will increasingly depend on organizations' knowing which customer outcomes they want to create and how AI should contribute. AWS provides the underlying infrastructure, data, and AI foundation, and Slalom translates those capabilities into strategy, experiences, integration, measurement, and new ways of working.

AI-enabled marketing is about building a connected customer engagement model grounded in trusted data and clearly defined business intent that strengthens loyalty and turns customer interactions into measurable growth.

Start with one customer problem worth solving. Bring together the teams and data needed to address it, decide where AI can act, and measure whether the experience improves. Use what you learn to guide the next step.

Build what's next for AI-powered marketing

Slalom helps organizations connect customer data, AI, technology, and operating models to create more relevant experiences and measurable growth. Request a workshop to identify where AI can make the biggest difference for your customers and your business and determine the next steps to make it happen.



1. Qualtrics XM Institute, Consumer Preferences for Privacy and Personalization, 2025.

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