



Voice assistants, digital humans and advanced CRMs reinvent digital marketing to improve customer experience

DES2023 will address the transformation of communication as a result of new purchasing channels, the impact of AI, the virtual world, or the rise of 'silver economy'

Voice tech, digital strategies, hybrid sales, online marketing or events experts will share their success stories with CMOs and international executives

Madrid, 09 May 2023. – Due to the application of the latest technologies to marketing the industry changes. Martech strategies are turning around the communication of both public and private sector. Likewise, the irruption of 'social selling' has meant a change in businesses, that must adapt to these new buying habits, which are becoming more and more widespread. In addition, there are other elements such as voice assistants, which are currently key to both the customer experience and the regular use of consumers due to their multiple functionalities. Market reports reveal that by 2023 there will be more than 8 billion voice assistants in the world.

[DES – Digital Enterprise Show 2023](#), the largest European event on digital transformation and exponential technologies, will once again host a new edition of **Digital Marketing Planet**, a three-days event where international CMOs and experts in marketing, advertising, sales and event organization from all over Europe will bring together to present success stories and the latest innovations in voice technologies, integrated CRM, social selling techniques and hybrid sales.

The summit, to be held from June 13 to 15 in Malaga, will feature global leaders such as **Monica Taher**, one of the most influential people in Latin American business in 2022, according to Bloomberg, and Vice-President Marketing at **Rocketfuel**; **Jerome C. Glenn**, CEO of the think tank **The Millennium Project**, and independent consultant to the **World Bank** and the **UN**; or **Clint Wheelock**, Chief Research Officer at **The Futurum Group**, specialized in technology solutions for the customer experience market.

New marketing models

The pandemic was a breaking point in communication, merging the virtual world with the real one. In this sense, **Sergi Ramo**, CEO at **groWZ Consultants**, with a track record of more than 15 years, will explain in DES2023 the hybrid format of sales, which unites the "online" and face-to-face environment adjusting to today's omnichannel circumstances. Also **Sergio Marcús**, a specialist in digital business and launch strategies, will delve into the new techniques and conversion funnels more effective marketing and online sales to be more competitive.

In the field of sales, the integration of advanced CRM has gained importance, allowing a complete follow-up of the interactions and an exhaustive control of the information. A delegation of marketing companies from Poland, led by the **Polish Investment and Trade Agency**, will present the innovations that have brought the incorporation of Artificial Intelligence in CRM to provide predictive behavioral results or increase the efficiency of data.



The power of voice

The latest trends in voice assistants will also be discussed during Digital Marketing Planet. **Roberto Carreras**, one of the leading experts in voice technologies and audio content strategy, will provide the key elements to excel in the age of conversation and will address how this model is implemented in potential customer conversion strategies. While **Pedro Tomé**, Director of Disruptive Innovation & Advanced Analytics at **EVO Banco**, will present the application of AI and 'VoiceTech' in the field of banking with the intelligent assistant they have developed in the company and that provides support in financial operations.

Another aspect that is being an economic engine at the area of communication and public relations are the events industry, a sector that will grow by 5% in 2023, a 14% if we talk about agencies. In this context, DES2023 will count with the participation of **Raimond Torrents**, CEO of **Events Management Institute**, which has organized activities such as the Barcelona Olympic Games; **Carlos Girón**, one of the reference actors in the world of experiential marketing in Spain and CEO of the agency **Dissimilarity**; and **Jaime Botín**, CEO of **Epika**, a communication company specialized in the financial area. All of them will present their experience and success stories on how technology in marketing helps social mobilization and build projects with purpose.

A customer experience with digital humans

Customer experience has become an essential part of sales strategies. Digitalization has brought a new dimension in the way we interact with consumers. **We humans**, the company that develops hyper-realistic-looking digital assistants, has reinvented the customer experience by creating memorable moments. The company will present the generation of personalized avatars capable of performing any task in digital environments through Artificial Intelligence and Machine Learning algorithms. Programmable for a wide variety of functions, virtual humans are very difficult to distinguish from a real human and can replicate a conventional conversation.

These advances will be joined by a marketing area that is growing exponentially in recent years, Silver Marketing. DES2023 will show how the industry is increasingly focusing on the 50+ population, which represents 26% of the Spanish GDP. **Luis Castillo**, CEO of **Seniors Leading**, the Silver Economy company rated as the best digital startup at the DES2022 European Digital Mindset Awards, and **Ángel Cominges**, CEO of **Óptima Mayores**, the consultancy firm that offers advice on financial, reverse mortgage and pension matters, will discuss the opportunities and challenges of Silver Marketing in the new digital era.