

The Future of CX

AI & Smart Messaging

Bengaluru

09 April 2025

7 pm onwards



I am looking for a weekend getaway in October. Any recommendations?

Absolutely! What kind of experience are you looking for - a relaxing beach vacation, adventurous mountain escape, or something else?



Session Overview

ObserveNow Media, in collaboration with Infobip, hosted an exclusive roundtable on the theme **“The Future of CX – AI & Smart Messaging.”** Held in **Bengaluru** on **April 9, 2025**, the event brought together prominent industry leaders to discuss the transformative impact of artificial intelligence and smart messaging on customer experience.

As businesses respond to rapidly evolving customer expectations and increasingly digital engagement landscapes, this session provided a platform to explore how AI-driven strategies are reshaping communication and driving more meaningful, real-time interactions. The discussion offered valuable insights into current challenges, innovative use cases, and the future trajectory of customer engagement technologies.

Company Brief

ObserveNow Media

ObserveNow Media is a leading B2B media and marketing company, known for connecting decision-makers across industries through thoughtfully curated content and high-impact industry events. Through its network and platforms, ObserveNow promotes innovation and leadership by enabling dialogue and collaboration.

Infobip

Infobip is a global leader in omnichannel communication, offering messaging solutions, tools, and APIs that power personalized, secure, and scalable customer engagement. Infobip enables brands to build seamless and intelligent communication journeys across SMS, email, voice, and chat apps—simplifying the complexity of modern customer interaction.

Event Overview

Organized By: ObserveNow Media in collaboration with Infobip

Theme: The Future of CX – AI & Smart Messaging

Format: Closed-door roundtable discussion

Date: April 9, 2025

Location: Bengaluru

Time: 6:30 – 8:30 PM

Participants: 19 Senior Leaders from CX, Product, and Technology

- **Mr. Harish Rama Rao** – Senior Vice President Of Engineering, ACKO
- **Mr. Shreyans Shrimalli** – Head of Product and Business Analytics, Amazon
- **Mr. Suyash Joshi** – Head of Product Management - Software, Ather Energy
- **Mr. Rohil Ahmed** – Head – CS Product & Technology, bigbasket.com
- **Mr. Krishnendu Dutta** – Head of Information Security, Decathlon Sports India
- **Mr. Vikram Singh** – Head of Product, Freo
- **Mr. Karthik J.** – Director Product Management, IQVIA

- **Mr. Saurabh Betharia** – Associate Director - Product Marketing, M2P Fintech
- **Mr. Manu Sankar Das** – Senior Director - Brand Marketing, Media Buying & Consumer Insights, MediBuddy
- **Mrs. Geetha Apathocharanan** – Vice President Product and Platform Engineering, Merkle
- **Mr. Ranjitha R** – Director of Engineering, PhonePe
- **Mr. Siva Sankar** – Senior Director, National Informatics Centre
- **Mr. Karan Sehgal** – Vice President, Product Management, PharmEasy
- **Mr. Rizwan Shaikh** – Vice President Operations - Supply Chain / Consumer Support Delivery / User Experience & Quality, Rapido
- **Mr. Sarath Kummamuru** – Senior Vice President of Engineering, Razorpay
- **Mr. Ankur Sharda** – Associate Director Performance Marketing, Simplilearn
- **Mr. Uden Bhutia** – Vice President - Brand and Marketing, Ujjivan Small Finance Bank
- **Mr. Anjul Sachan** – Director of Product Management, Zepto
- **Mrs. Vidya Bhaskar** – Director - Growth & Retention, Zepto

Collaboration and Impact

The roundtable emphasized the importance of leveraging AI and smart messaging to redefine how brands connect with their customers. The discussion revolved around:

- Evolving customer behavior and the need for hyper-personalized experiences
- The role of automation and AI in scaling CX operations Strategic integration of omnichannel communication platforms
- Future trends including conversational AI, predictive engagement, and data-driven personalization

This initiative enabled cross-industry dialogue, allowing leaders to share real-world examples and strategies for delivering impactful, scalable, and intelligent customer experiences.

Conclusion

The roundtable on “The Future of CX – AI & Smart Messaging” brought together industry leaders and innovators to explore the evolving landscape of customer experience. It served as a platform for professionals to collaboratively align on how emerging technologies are reshaping engagement strategies. The discussion focused on the powerful convergence of artificial intelligence and smart messaging systems, emphasizing their transformative impact on modern CX.

Participants examined how AI-driven tools are enabling businesses to deliver highly personalized, timely, and contextually relevant customer interactions. The roundtable highlighted how smart messaging infrastructure supports this by offering scalable, efficient, and consistent communication channels. Attendees shared insights and use cases illustrating how these technologies work together to enhance responsiveness and empathy in customer interactions, even as volumes increase.

A key takeaway was the role of AI in interpreting customer intent and preferences, allowing for meaningful exchanges across multiple touchpoints. When paired with smart messaging, this leads to a smoother, more connected customer journey. The event underscored the importance of integrating these solutions into existing workflows to remain competitive and customer-centric. Overall, the roundtable fostered a shared vision of a future where CX is not only intelligent and efficient but also deeply human at scale.

Key Takeaways

- AI-powered CX and messaging are critical for real-time, personalized engagement.
- Customer behavior insights are essential for refining omnichannel communication strategies.
- Automation and conversational interfaces enhance both efficiency and satisfaction. Collaboration between tech, marketing, and product teams is key to scalable CX innovation.
- The future of engagement lies in contextual communication driven by data and AI.

Event Glimpses



A group of people are engaged in a conversation. A man in a black shirt is gesturing with his hand while speaking. A woman in a green shirt is smiling and looking towards him. The setting appears to be a social gathering or a networking event.