



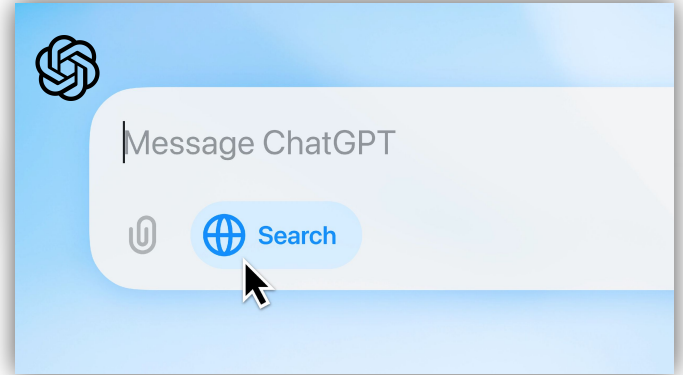
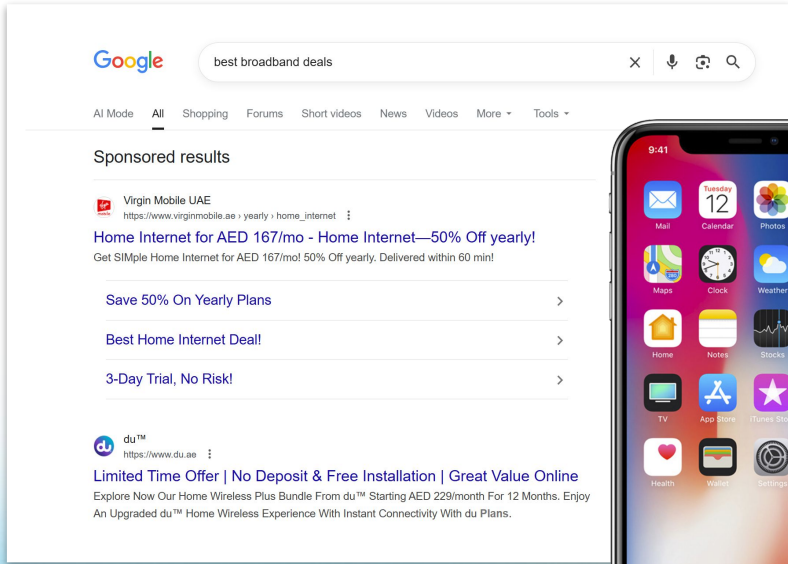
If AI owns the experience how will customers experience you?

Amjad Al Sabbah | Group VP MEA Sprinklr

Generative AI is the single biggest technology shift since the World Wide Web



2030: Websites and apps are dead. The Final UI is conversational



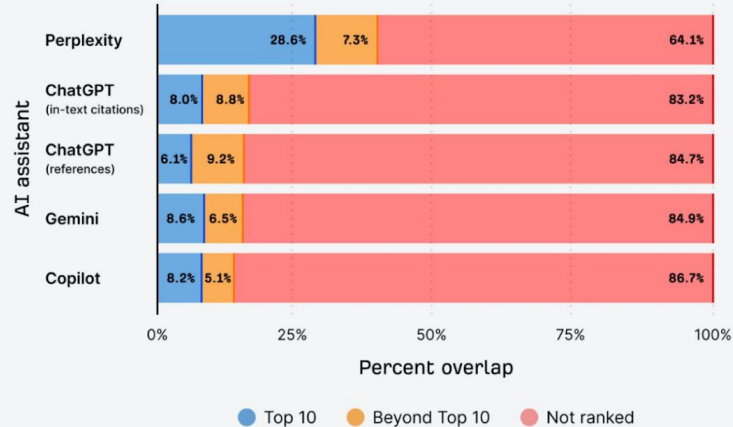
That's a problem.

What does it mean when you **no longer own the experience?**

The way customers find you has changed

Google rankings and AI assistant overlap

Ahrefs study of 15,000 prompts.

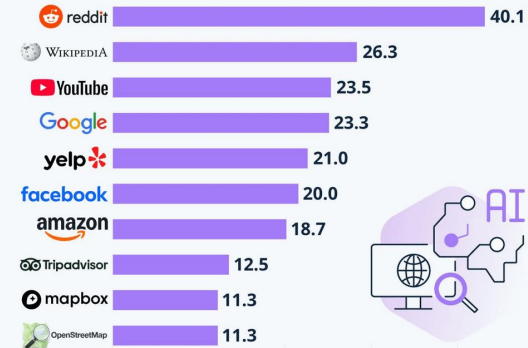


ahrefs.com/blog/ai-search-overlap

ahrefs

Where AI Gets Its Info: Top Sources 2025

Top 10 web domains cited by large language models (LLMs) in June 2025* (in %)



* Google's AI Mode, AI overviews, ChatGPT and Perplexity
Based on 150 thousand citations from 5,000 randomly selected keywords from Semrush database.
Source: Semrush




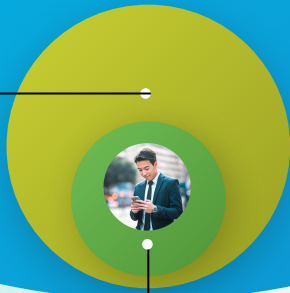
statista

Put another way...

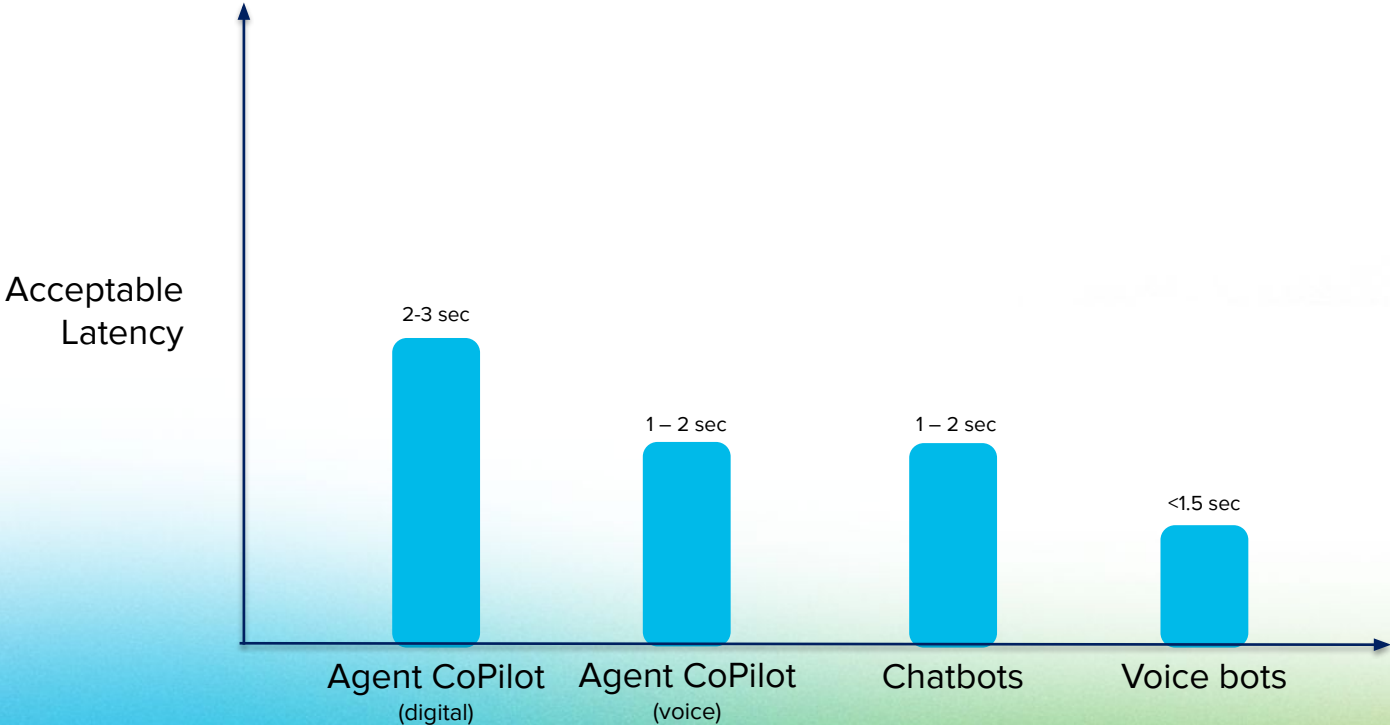
 **Conversation Data**
Experience

 Behavioral data

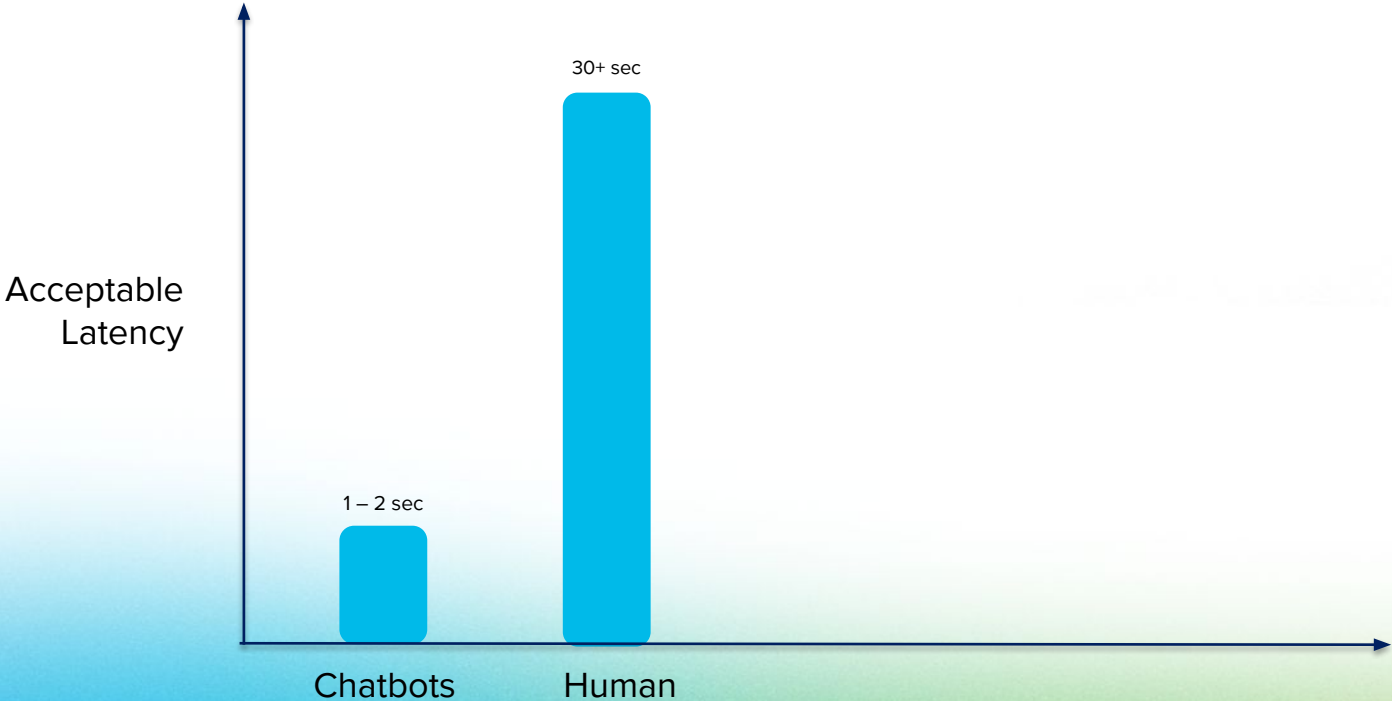
 **CRM Data**
Transactional



Speed is the new battleground



Speed is the new battleground



The New Rules



Be Present

AI is the new gatekeeper to your brand. Be where the conversations are happening or lose control of the narrative



Be Real Time

Speed is the new battleground. For both your customers and for your employees



Be Unified

Every interaction must form part of a Unified AI Memory to provide personal experiences

A Tale of Two Headlines



Fortune

<https://fortune.com>



MIT report: 95% of generative AI pilots at companies are failing

5 days ago — The report also highlights the widespread use of “shadow AI”—unsanctioned tools like ChatGPT—and the ongoing challenge of measuring AI's impact ...



Fortune

<https://fortune.com>



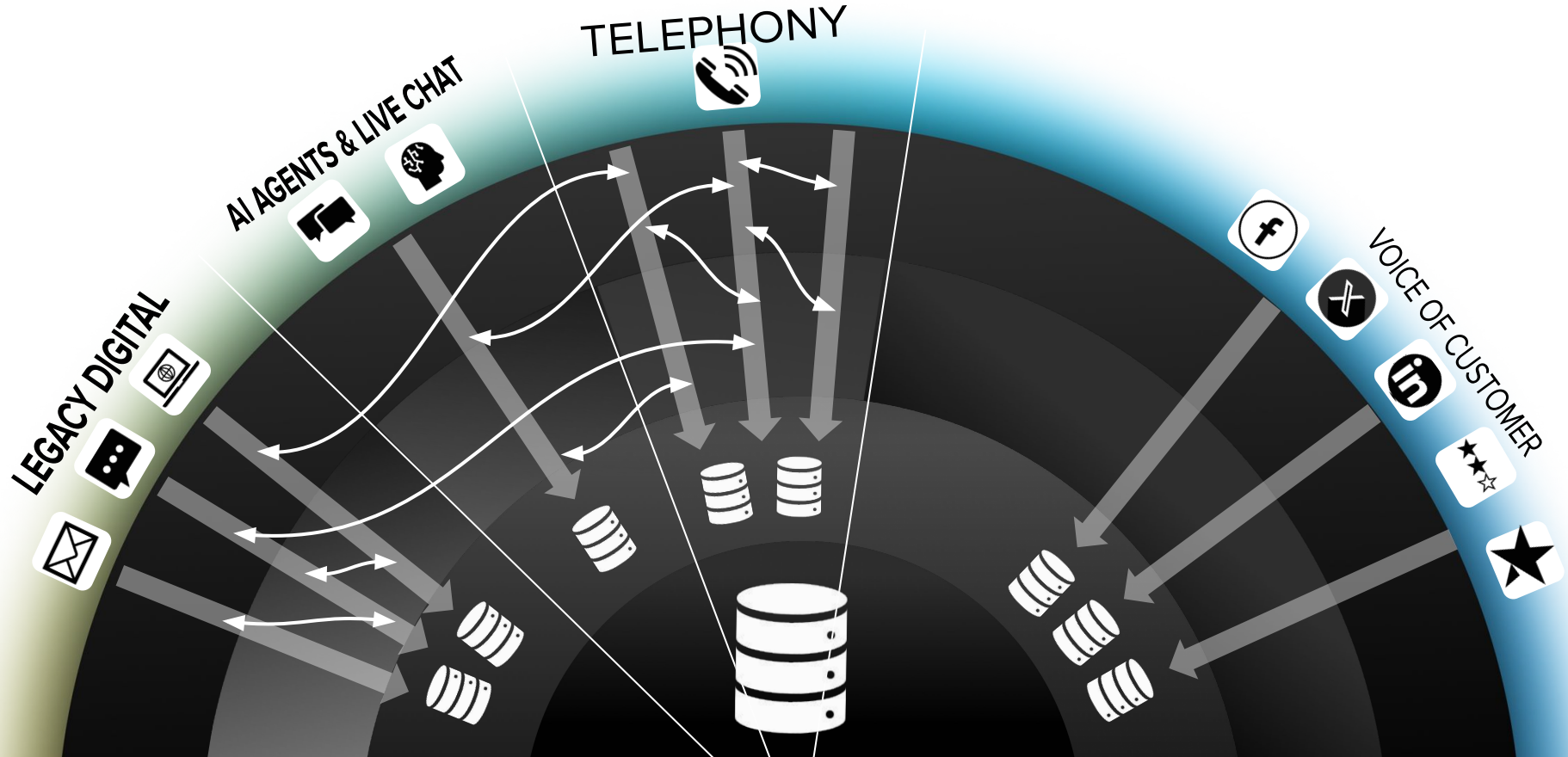
The 'shadow AI economy' is booming: Workers at 90% of companies say they ...

4 days ago — The 'shadow AI economy' is booming: Workers at 90% of companies say they use chatbots, but most of them are hiding it from IT ... Nick Lichtenberg ...

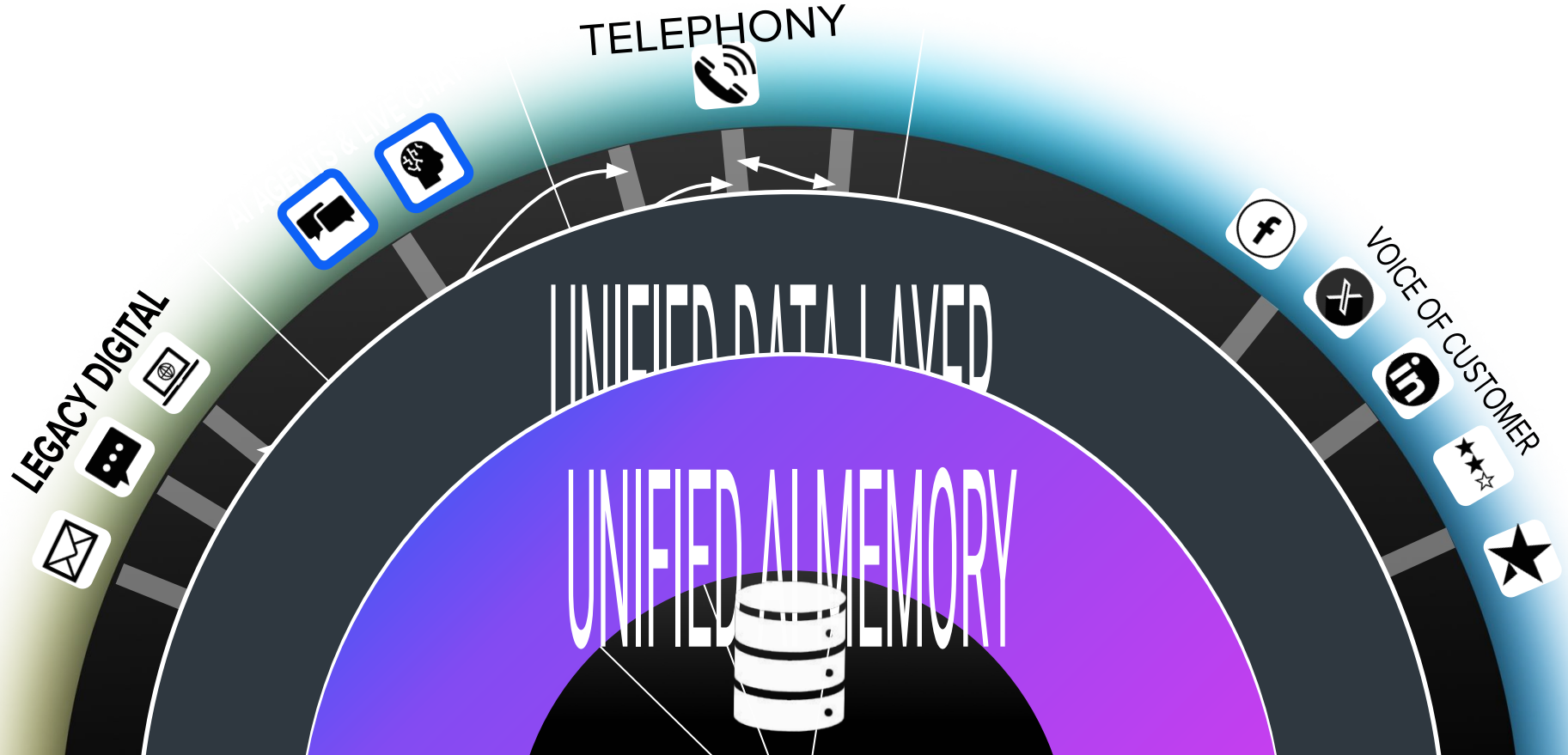
A night sky with the Milky Way galaxy and a constellation of stars. The Milky Way is visible as a bright, blue and purple band of light stretching across the sky. A constellation of bright, white stars is visible in the upper right corner. The foreground shows a dark, rocky landscape under a dark sky.

A Framework for success

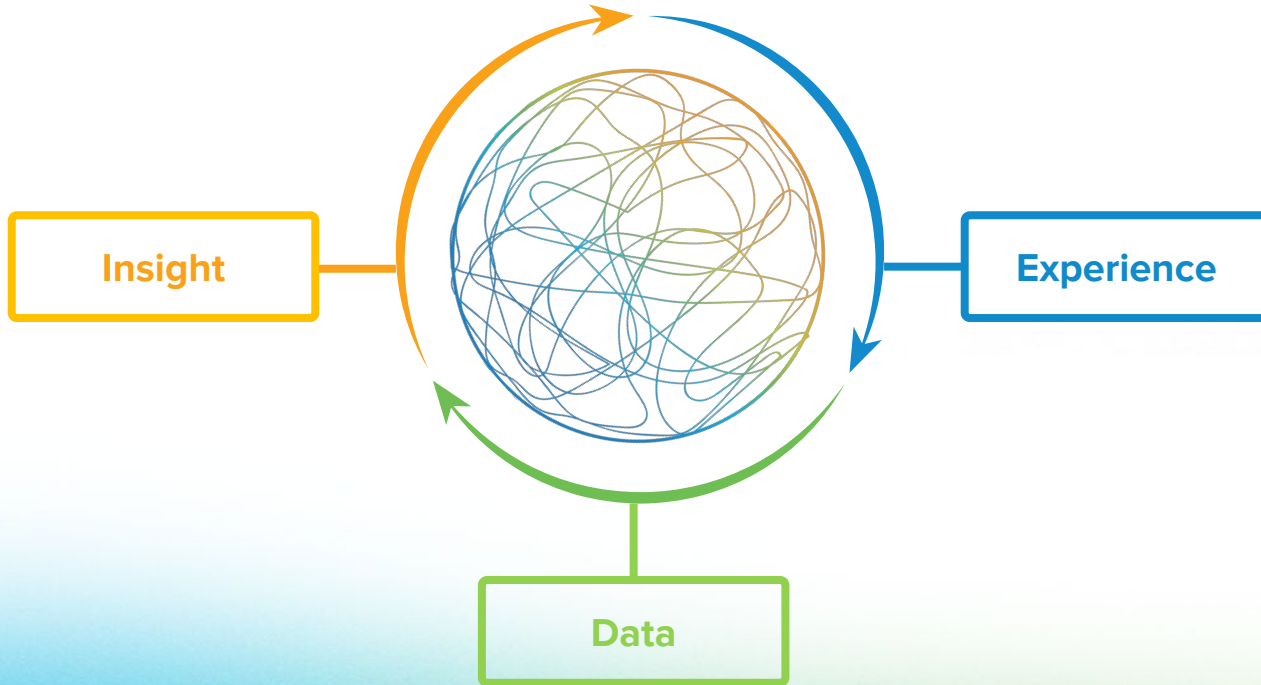
Experience data is a series of siloes



The unified AI operating system



The Flywheel Effect of AI



Don't let AI own the conversation

Fragmented



Unified

In a world of human *and* machine customers, conversations are everything — **the interface, the product, the memory, the brand.**

Own the conversation layer, or be owned by AI

Thank You

