



Hybrid Intelligence for Customer Management

The presentation will show the conceptual possibilities and concrete examples from ZHAW projects. We discuss the opportunities and challenges of using generative AI in the customer lifecycle. Examples include content creation automation and the use of co-pilots in customer service.

***Service Lunch: „Eating, Learning, Networking“
2. April 2025, 11.45h – 12.15h***

***Online by Microsoft Teams, Participants get an access link
after registration***

Key Speaker



**PD Dr. habil. HSG Jochen Wulf
ZHAW School of Engineering
Institut für Datenanalyse und Prozessdesign**



**Prof. Dr. Frank Hannich
ZHAW School of Management and Law
Fachstelle Customer Management & e-Commerce**

