AI4CX - Artificial Intelligence for Customer Experience

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31 January 2019 – h 15:00
Seminar Room (D Floor - ex Dip. Elettronica)
Via Ferrata 5 - Pavia

Abstract: Thanks to more powerful hardware and a new generation of learning algorithms, artificial intelligence (AI) is supporting the automation of a number of tasks and activities that are changing the job landscape as much as they have impacted our everyday life. Companies have to make critical decisions on which AI solutions to invest in. Focusing on customer experience (CX) – the key for companies' success – this talk will illustrate an AI knowledge map as a starting point to address the question.

Biography*: Luisa Mich is an Associate Professor of Computer Science and Information Systems at the University of Trento, Italy. Her research interests include web presence strategies, creativity in requirement elicitation and linguistic tools for semantic annotation. She is an author of more than 150 papers that have appeared in journals, conferences, and workshops. She serves and has served on the program and organizing committees of several conferences and workshops, including NLDB, ENTER, REFSQ, and RE. She has lectured at and collaborated with several Italian and foreign universities.

Organizer
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