EDITORIAL SECTIONS

DIGITAL STRATEGY

Articles that will look at strategies and tactics through the adoption and investment of key technologies to deliver enhanced company efficiencies, opportunities and end customer engagement. They go beyond IT strategies (which are usually specific to key technologies, like mobile or cloud) and will encompass Omnichanneland multichannel approaches, partnering initiatives, O2O strategies, design thinking and digital transformation (DX) initiatives. They will mainly focus on how digital is helping firms to compete and differentiate better.

TOPICS: CHANNELS& PARTNERING | O2O| DESIGN THINKING | DIGITAL TRANSFORMATION

CUSTOMER EXPERIENCE

Articles will cover customer experience (CX) and customer experience management, including trends, strategies, payments and case studies on how CDOs are helping to improve customer experience. Topics such as automation, lifetime value (LTV) and customer journey mapping are covered under this topic. In addition, partnering and co-creating to improve customer experience will also be covered.

TOPICS: AUTOMATION | CUSTOMER JOURNEY | DATA CONNECTIVITY | PAYMENTS | PERSONALIZATION

ARTIFICIAL INTELLIGENCE

Articles willlook at how intelligent machines and software can automate and drive decision making acrosskey digital processes, and improve overall digital efficiency. The articleswill cover topics in all areas of machine learning, natural language generation, robotics and virtual agents (like chatbots and Alexa).They will also look at how AI is actively engaged by vertical industry including transportation, healthcare,Finance, Insurance, Education, etc.

TOPICS: MACHINE LEARNING | NATURAL LANGUAGE GENERATION | ROBOTICS| VIRTUAL AGENTS

ANALYTICS

A wide topic that looks at the fast-evolving area of analytics and how it is becoming a fundamental tool for CDOs. While analytics is part of customer experience and artificial intelligence, we believe that it deserves a separate channel. The articles will cover different aspects of analytics, from big data analytics to data science and IoT analytics. The content will also examine data-related topics like structured vs unstructured data and data preparation that are becoming a responsibility of the digital officer.

TOPICS: BIG DATA | DATA SCIENCE | IOT

DIGITAL PRIVACY

Articles will look at the fast-evolving area of digital security and privacy. While the CSO or CISO is in charge of security, CDOs need to be aware of the various constraints and challenges they face in using data. Newregulations and legislation, as well as interviews/contributions from legal/privacy expertswill be covered here. Relevant case studies from governments and Asian enterpriseswill be regularly featured.

TOPICS: AUTHENTICATION | DATA SECURITY | MOBILE PROTECTION | REGULATIONS

CDO UNIVERSITY

This is a learning and sharing sectionthat looks to help CDOs widen their knowledge on topics that are vital to their jobs and career development. Articles will cover management topics, such as teamwork, leadership and getting teams aligned with digital initiatives. Case studies and interviews with CDOs, CEOs & other C-levels on the changing job scopesandresponsibilities, as well as courses &research on enhancing the CDO skillset, will also be featured.

TOPICS: BEST PRACTICES | CAREER DEVELOPMENT | THOUGHT LEADERS

Editorial Opportunities:

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