

**Dr. Jie Cheng**

**Topic: Conversational AI applications for Automotive Industry.**

**Abstract:**

The presentation will explore the powerful convergence of mobility and connectivity within the automotive industry, with a special focus on how Conversational AI, Enhanced Connectivity, and Intelligent Knowledge Bases are fundamentally reshaping the relationship between manufacturers and consumers.

At the core of this transformation lies a new framework enabling seamless deployment of Conversational AI across cloud platforms, call centers, retail stores, in-car systems, and more. It supports real-time feedback, continuous optimization, and personalized, emotionally intelligent interactions powered by next-gen AI.

Conversational AI is not just a tool, it's a catalyst for high-performance decision-making and deeply immersive customer experience. Intelligent agents now help consumers get the most from their journey, before, during, and after driving, by supporting interactions with the vehicle, related products, and travel experiences like never before.

It also enables intelligent, real-time engagement across digital, in-car, and physical touchpoints, replacing traditional interactions.

The session will also offer practical tips on turning complex technical insights into clear, engaging presentations, paving the way for the next generation of connected automotive experience.