

minden.ai

The AI Shift What's Next for Loyalty and CRM

Fixing the structural inefficiency in CRM with
consumer-initiated, agent-mediated price
negotiation

Chen Peng | Minden.ai



South East Asia & India
Loyalty
Association



CRM makes the merchant guess four things at once

Merchant-initiated — every front is a prediction



Target

Who would convert with an offer?



Channel

Which channel actually reaches them?



Timing

When are they ready to buy?

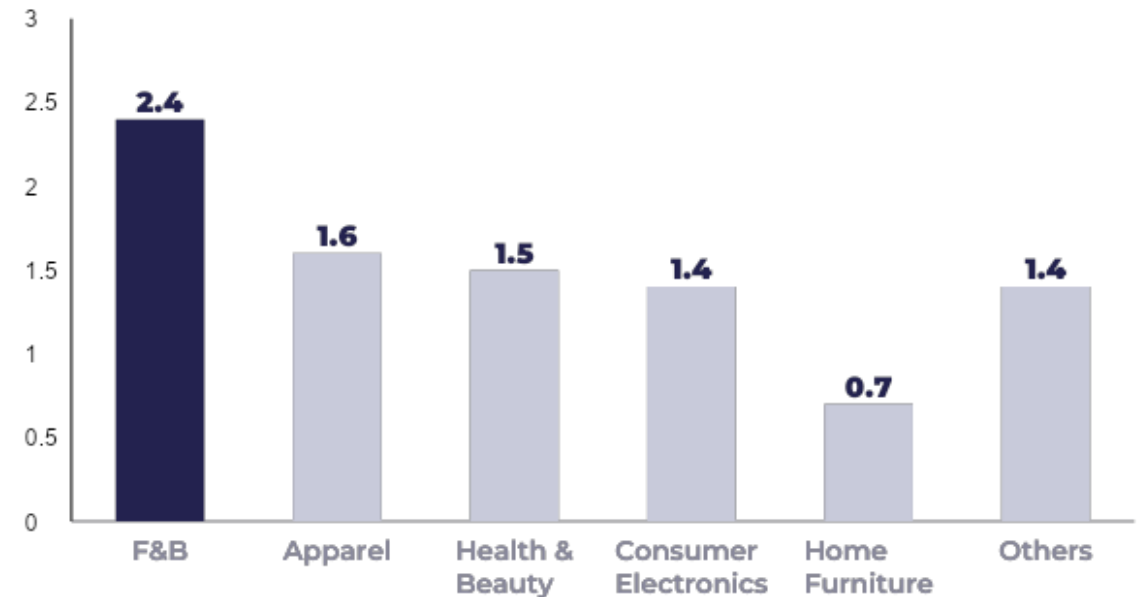


Offer

What would move them to convert?

Online conversion rate by vertical, Q1 2026

All-vertical average: **1.4%**



Source: Statista via Promodo, 2026

And customers don't feel they're getting much back

“I only get discounts on less than 5% of my regular monthly spend.”

Employee survey, 2026

Why savings stay low

- 01 They don't know where to find offers
- 02 They don't see them when they want them
- 03 The offers aren't relevant to them
- 04 The offers aren't compelling enough to act on

Let the customer start the conversation

Three of the four guesses disappear. The fourth becomes a negotiation.



Target



Channel



Timing



Offer

Merchant-initiated

the supermarket

- Past purchases are used to predict future intent
- email, Push, App Pop Up all losing effectiveness over-time
- Extremely hard to predict accurately based on past transaction history
- One-way Guesswork, take it or leave it

Customer-initiated

the wet market

- No longer relevant
- No longer relevant
- No longer relevant
- Two-way co-creation: merchant and customer negotiate each offer

Bargaining isn't new — scaling it is

PAST



The wet market

One-to-one bargaining, customer-initiated.
High closure rate, no scale.

NOW



The supermarket

Modern trade scaled sales by removing the
negotiation — and the closure rate with it.

FUTURE



The bargaining agent

AI negotiates one-to-one, at scale. Sales and
closure rate, together.