



Removing the humans from SX - pros and cons of AI

**Presented by
Paramjot Singh**

Paramjot Singh



Digital & Growth
Marketing Specialist



Co-chair
Digital Forum 2026

 paramjot.singh@depaulcharity.net

 <https://ie.depaulcharity.org/>

 <https://www.linkedin.com/in/digitalparamjot/>

Supporter Experience Conference



SPEAKER

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Online 

Paramjot Singh

Digital & Growth Marketing
Specialist
Depaul Ireland

Removing The
Humans From SX –
Pros And Cons Of AI



Purpose

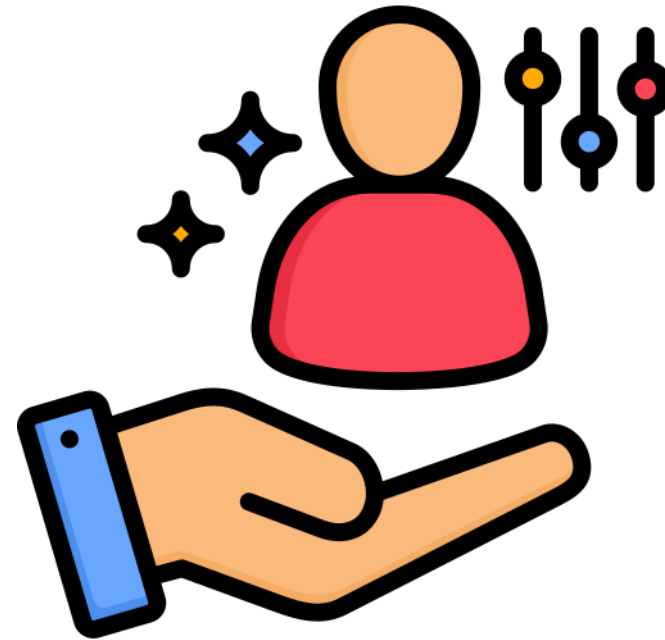


To define a balanced framework that leverages AI for high-speed operational scaling while reserving human empathy for mission-critical advocacy and authentic brand authority.

Pros



**Scaling
Operations**



Personalization

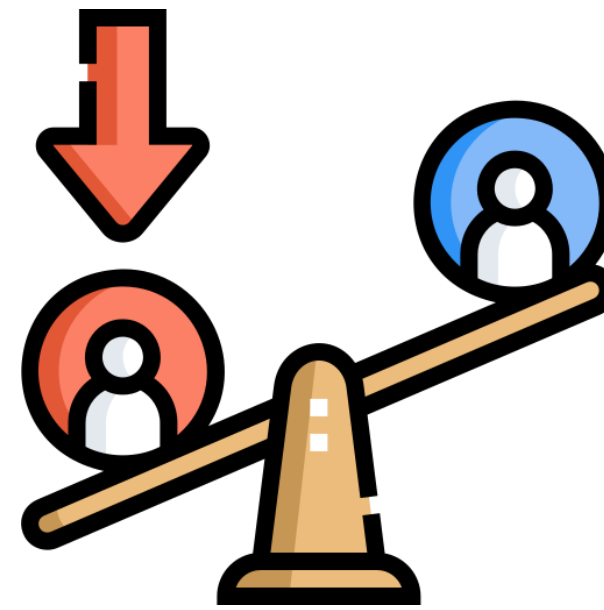


**Easier Data
Reporting**

Cons



**Data
Security**

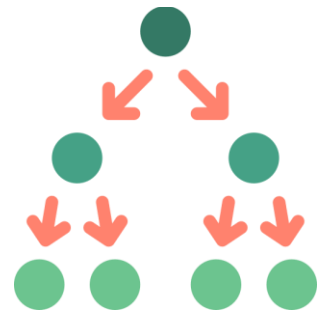


BIAS



**Ethical Risk
&
Stakeholders
Trust**

Key takeaways



Multiplier



**Heart of
Advocacy**



**Governance
as
prerequisite**



Thank you for listening

Any Questions